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THE Publishers' Weekly

NOV 4 1925
F. A.

The American BOOK TRADE JOURNAL

VOL. CVIII.

NEW YORK, OCTOBER 31, 1925

No. 18

Second Large Printing Necessary
A Week Before Publication—

IDA M. TARBELL'S

THE LIFE OF JUDGE GARY

The Story of Steel

The present generation has grown up simultaneously with the growth of Big Business. Every page of "The Life of Judge Gary" holds intense interest for the men and women who buy their books from you. It is the book in which great men become more than names: Gary, Morgan, Roosevelt, Carnegie, Frick, Rockefeller, Schwab, Gates, and many more, are here to the life. In the life story of the head of the United States Steel Corporation is seen the story of the industry he dominates: Steel! Illustrated with portraits, signatures, and letters of famous men. \$3.50.

D. APPLETON

35 West 32nd Street



AND COMPANY

New York

1825—Appleton Centennial Year—1925

Already in its 63rd Thousand!

ONE INCREASING PURPOSE

By

A. S. M. HUTCHINSON

Author of

IF WINTER COMES

¶ For several years John Farrar, editor of *The Bookman*, has been declaring that the times were ripening for the appearance of a great religious novel. In the opinion of many, and certainly in the opinion of a large number of representative clergymen throughout the United States and Canada, this "great religious novel" has appeared in A. S. M. Hutchinson's "One Increasing Purpose."

¶ You know that clergymen of nearly every denomination are preaching sermons on the book and are recommending it to their congregations.

¶ You will be interested to learn that The Baker & Taylor Company list "One Increasing Purpose" as their best selling novel during the past month!

In Cloth, \$2.00. Leather, \$2.50

Boston LITTLE, BROWN & COMPANY Publishers

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"The Gentleman with
a Duster" writes a novel!

THE
G R E A T
W O R L D

¶ The brilliant author of "The Mirrors of Downing Street" has for the moment exchanged the pier glass of isolated portraiture for the panoramic camera, and in a novel which at once classes him as a Thackeray of today he presents a picture of English life from Gladstone to Baldwin.

¶ With the world for a canvas "The Gentleman with a Duster" makes a memorable picture of dukes, grandes dames, politicians, flappers, and everyday folk in all their varying moods.

A great, a panoramic novel!

Published November 6th. Net \$2.00

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Can You Offer a Better Novel Than

THE PROFESSOR'S HOUSE

by Willa Cather

"IT is a great novel," says H. B. in the New York Evening Post. "We are certain at this moment that it is the outstanding novel of the season and perhaps of the year."

¶ Everywhere THE PROFESSOR'S HOUSE is being discussed and everywhere booksellers are taking advantage of this discussion and of the advertising (the most extensive ever done for any Borzoi book) with which I am backing up the enthusiasm of Miss Cather's thousands of admirers in and out of the trade.

¶ The response is gratifying. THE PROFESSOR'S HOUSE is already in its 55th thousand and more copies have been sold than have ever been sold in a similar period—10 weeks—of any book by Willa Cather—our most dependable novelist.

COMING!

A holiday gift edition of THE PROFESSOR'S HOUSE. Brilliant green and blue cloth backs stamped in gold—orange Borzoi Batik sides in a handsome slip case with a gay label, \$2.50. The supply of this edition will necessarily be limited; send in your order now.

Alfred A. Knopf

ALFRED A. KNOPF, 730 Fifth Avenue, NEW YORK



The Supreme Juvenile **BROOMSTICKS** **AND OTHER TALES**

By
Walter de la Mare

Will be published
November 28th



STORIES for children by Walter de la Mare must surely be the best stories for children that a publishing season can produce.

¶ **BROOMSTICKS** makes then this supreme claim on the booksellers' and bookbuyers' attention.

¶ **BROOMSTICKS** is gorgeously illustrated with 34 woodcut illustrations by **Bold**, a new artist whose great work will find immediate recognition.

¶ **BROOMSTICKS** is beautifully printed in Monotype Gar-
 amont and bound uniform with de la Mare's other prose works.

Octavo *cloth 386 pages* **\$3.50**

ALFRED A. KNOPF, 730 Fifth Ave. NEW YORK

Information, in the form of a friendly hint, to booksellers

One of the most prominent men in the book trade recently told us that **A BUSH THAT BURNED** by Marjorie Barkley McClure, whose **HIGH FIRES** you well remember, should have a very large sale because it is a clean, strong romance of decent people. We are glad to report that his prediction is coming true. Our second printing was ordered before publication and our third is just off the press. The New York Times calls **A BUSH THAT BURNED** "a fine achievement" and prophesies a wide circulation. A book must have merit to warrant such praise. **CAPTAIN SALVATION** by Frederick William Wallace, the only other work of fiction on our fall list, is well in its second printing and is being generally recognized as a rip-snorting adventure tale of the old square rigger days. We are now able to fill orders for **LORD TIMOTHY DEXTER**, J. P. Marquand's unusual biography of the famous 18th century eccentric. Our second printing was ordered before publication but at that, we are a little late. Edmund Lester Pearson in The Outlook says, "It is the finest book I have seen or hope to see this year," and another famous critic, Laurence Stallings, calls it "the merriest biography of the season." **THEM WAS THE DAYS** by Owen P. White, is the best man's book of the year and one of the most unusual volumes of reminiscences to be published in some time. We look forward to increasing sales and an added interest in Mr. White's future work. "History with a kick" says The New York World in writing of **THE TAMING OF THE FRONTIER**. Here are the stories by the best local authorities of the taming to conformity of ten of our great western cities, towns that have lost their individual flavor in the taming process. We have just published **THE FIRST FORTY-NINER** by Dr. James A. B. Scherer, which is the story of the discovery of gold and the settlement and development of California, an historical document of considerable value. These four volumes, each dealing with a different phase of American history, are attracting much attention. Probably no work of a similar nature (if there be such) has had the general endorsement from the press and other critics that has been received by **THE STORY OF MAN'S WORK** by William R. Hayward and Gerald W. Johnson. This isn't a season book. It will last for years. As one reviewer points out, it is a book that may well be purchased by large employers and distributed among their employees. **THE WAY OF THE WILD** by Herbert Ravenel Sass is, according to many prominent reviewers, the best volume of animal stories to appear in recent years. It has twelve striking illustrations by Charles Livingston Bull, in his best manner. **MODERN BRITISH LYRICS** bid fair to outstrip the sale of last year's volume, **MODERN AMERICAN LYRICS**. **FATHER'S FIRST TWO YEARS**, a humorous manual for the perplexed or expectant father, by Fairfax Downey, needs little explanation. It is the long awaited book for the American parent. Here is another book good for many seasons. In juveniles we have two of the finest of the year: **CHIMNEY CORNER STORIES**, in which for the first time, we believe, is gathered a collection of stories, for children immediately past the Mother Goose age, every one of which can be recommended. The volume contains sixteen stories edited and compiled by Veronica S. Hutchinson, who has had long experience in library work, telling stories to children and in book selling, and it is charmingly illustrated in color and black and white by Lois Lenski. **THE PILOT**, this year's addition to our illustrated library of American Classics, is strikingly illustrated in full colors by Donald Teague. Mr. Teague's work will stand well the test of comparison. **THE PILOT** is uniform with **THE SPY** and both volumes may be supplied boxed, making a charming holiday gift at a low expense. In November we shall publish in this country, **ORVIETO DUST** and **SHADOWS ON THE PALATINE** by Wilfranc Hubbard, two English books that have been very successfully published in England by Constable. Two of our most successful importations are **OLD SHIP FIGUREHEADS AND STERNS** by G. Carr-Laughton and **THE GOLDEN AGE OF SAIL** by Frank C. Bowen, both of which are in limited editions and selling rapidly. We are proud of our list and are certain that there will be profit to the bookseller who watches carefully his stock on the above items.

MINTON, BALCH & COMPANY, 11-17 East 45th Street, NEW YORK

TRADE NOTES

Stanley Baldwin is Prime Minister of conservative England, but his son, Oliver, has radical ideas. Those ideas were strengthened by his experiences in Armenia, now a land of injustice, suffering, and death. Oliver Baldwin's book will cause embarrassment in Downing Street.

6 Prisons & 2 Revolutions

By
Oliver Baldwin
\$3.00

On October 23rd we published **Puck in Pasture**, a book of verse and decorations by Elizabeth MacKinstry. For the last week our telephone has been ringing steadily. Publishers, printers, artists, and plain ordinary readers are calling up enthusiastically to find out how we could make such a beautiful book to sell for \$2.00. It's the best of its kind since Lovat Fraser.

Puck in Pasture

By **Elizabeth MacKinstry**
\$2.00

Sometime in November we are publishing Max Beerbohm's new book of caricatures, **Observations**. These are his most cutting cartoons. When they were exhibited in the Leicester Galleries the *London Times* said: "This time Mr. Beerbohm has gone too far!"

We have just been forced to print another edition of 10,000 copies, on Christopher Morley's "Thunder on the Left." That's two big editions already a month before publication date.

and here's the list of our six best sellers. How do you stand on them?

1. THE KEEPER OF THE BEES
Gene Stratton-Porter
2. THE CONSTANT NYMPH
Margaret Kennedy
3. LITTLE SHIPS
Kathleen Norris
"Elizabeth"
4. LOVE.
Ellen Glasgow
5. BARREN GROUND
Ellen Glasgow
6. BREAD GIVERS
Anzia Yezierska

Booth Tarkington's new book gives away more feminine secrets than Solomon ever knew! It's a book just like *Penrod* and *Seventeen*—only it's about women—and meaner and keener. Women won't like it—but they'll buy thousands of copies.

WOMEN

By
Booth Tarkington

Published Nov. 6th
\$2.00

There is something positively devilish in the way Booth Tarkington can read minds—and write what he reads. He has revealed the innermost souls of boys, dogs, and "cull'd folks"

in his previous books. Now he has turned his attention to women. The result is the book men have always hoped he would write, and women have always been afraid he would.

November 6th will be the greatest day in the history of the male sex!

DOUBLEDAY, PAGE & COMPANY

Some of the Authors

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 WILLIAM EDWIN ORCHARD
 A. E. J. RAWLINSON
 ALEXANDER NAIRNE
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Announcing the

An OUTLINE of

for presentation in January

Coincident with a nation-

Here at last is the work which is needed beyond all others today. Here, in one flowing narrative is the whole story of our Civilization since the birth of Christ. One hundred authorities have contributed the fruits of a lifetime of specialization in presenting for the first time a complete, authentic, inter-denominational record of twenty centuries of Christianity. The result is a splendid, cohesive, smooth story, free from sectarian bias or redundancy, presenting the best thought of the Christian world.

An Outline of Christianity is designed for every man and woman regardless of creed—every clergyman, business and professional man, writer, educator and student.

How the Public Will Be Reached

The trade distributors will be Dodd, Mead & Company. Booksellers are urged to write at once for complete prospectus giving in detail a description of the work and the elaborate plans for promoting its distribution.

With the co-operation of the National and Regional Councils, sponsors of *An Outline of Christianity*, located throughout the U. S. A., a corps of trained lecturers is being organized. These lecturers will visit every city and town where *An Outline of Christianity* is on sale in the local book store. The lectures will be given with the active co-operation of local members of the Council,



Completion of

CHRISTIANITY

through the Booksellers of America wide lecture campaign

which is composed of men and women of nation-wide prominence—names which carry authority and which command the respect of every citizen. The lecturer at all times will urge his audience to visit the local book stores in order to examine and purchase *An Outline of Christianity*.

At the time the lectures are in progress, and constantly thereafter, *An Outline of Christianity* will be heavily advertised in every section of the country. Extensive publicity from press and pulpit will greet it. The work is of such tremendous scope and so many prominent national figures are connected with it that the publication of *An Outline of Christianity* will be the outstanding event in the Bookselling Trade in 1926. It is the center of a great movement.

An Outline of Christianity will be complete in five volumes, the first of which will be issued in January, and the others at intervals of one month. Each volume is $10\frac{1}{4} \times 7\frac{1}{2} \times 1\frac{1}{4}$, bound in red cloth with gold stamping and end papers by I. B. Hazelton. The set comprises more than twenty-five hundred pages with over nine hundred illustrations, many in full color, and a complete index of names, places and chronology of events by date, and a complete bibliography. The volumes sell at \$5.00 each, \$25.00 per set boxed, and may be sold singly or by subscription in advance of publication.

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21 East 47th Street, New York

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443 Fourth Avenue, New York

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MILDRED EVANS
GILMAN'S
BRILLIANT NOVEL

FIG LEAVES

"and
the times
of this ignorance
God winked at"

"Way above anything of its kind."
Chicago Evening Post.

All Book Stores — \$2.00

SIEBEL PUB. CORP. 32 W. 20th St., N.Y.C.

This advertisement has been placed in all the leading book pages throughout the United States. It will run for at least six weeks in the larger cities.

THE BRIDE'S BOUDOIR

by Miriam Ryon

In its second printing and still going strong. \$2.00

SIEBEL OFFERINGS

THE BODY IN THE SHAFT

by R. F. Foster

A thrilling, intriguing detective story that will capture and hold the reader. Mr. Foster is a new master of detective-mystery fiction.

Nov. 3rd.

\$2.00

EYES THAT SEE NOT

by E. L. Southwick

A novel of plot and character, replete with dramatic situations and profound thought. The problems of marriage are carefully dissected and frankly dealt with.

Nov. 17th.

\$2.00



SIEBEL PUBLISHING CORP.

32-34 West 20th Street, New York, N. Y.



An extensive advertising campaign is behind every Siebel book. A press sheet is prepared for the aid of the dealer and our advertising



and publicity staff is at the service of any retailer at any time. It is a part of our regular service.

George Sully & Company

PUBLISHERS

114 EAST 25TH STREET NEW YORK

CABLE ADDRESS
GESULCO, NEW YORK

To The Trade

The demand has been so general all over the country for the different editions of "Facing Forward", the companion volume to "Ih Can Be Done", that we have decided to issue all of the following styles uniform with the corresponding editions of "Ih Can Be Done".

To Be Ready, NOVEMBER 15th.

"FACING FORWARD"

8 vo. Cloth gilt - 16 illustrations - boxed	net 3. ⁰⁰
" Art Craft " " "	" 4. ⁵⁰

Pocket Editions

Limp cloth	net 1. ⁵⁰
Lambskin Leather, 16 illustrations, gilt edges, boxed	net 3. ⁰⁰
Art Craft " " " " "	" 3. ⁰⁰

Send your order to your jobber, or direct to
George Sully & Company



A WORLD'S WORK drawing showing the Italian Black Hand Terrorist saluting the American gunman as his superior.

The book of the Hour!

A cyclone of crime is sweeping the entire United States.

For every 10 murders committed in London (where crime is decreasing) 160 are committed in New York City (where crime has increased 100% in two decades).

Seven out of every 10 persons tried for murder in London are hanged; ONE out of every 160 tried in New York is executed.* In New York a CRIME TRUST is operating with central storehouses, fleets of trucks, trunk line phones. The net crime business runs about \$100,000.00 a day!

Appalling as the situation is in the metropolis, it is worse in Memphis, St. Louis, and Jacksonville. Chicago leads all American cities with a record of ONE MURDER A DAY!* Vigilantes are forming in Iowa and Minnesota. Mark O. Prentice predicts 12,000 murders and a property loss of TEN BILLION DOLLARS next year if the present rate continues.



What to do to cope with this situation? Richard Washburn Child, author, former Ambassador to Italy, and member of the newly formed national commission to study remedies for the crime tide, has written the book of the hour.

BATTLING THE CRIMINAL

Out Nov. 16th, Net, \$2.50
Wire Orders Now!

Doubleday, Page & Co.
Garden City, N. Y.

*Quoted from an advertising campaign being run by citizens in the Brooklyn Daily Eagle

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, OCTOBER 31, 1925

Children's Book Displays

Ernest A. Dench

A FEW days ago we saw an advertisement to the effect that more Boy Scout organizations would mean fewer gangs. We will change the wording to "More Books—Fewer Gangs." If mothers and fathers would only realize that children whether five or fifteen, must be amused, we would have a great deal to be thankful for in the way of fewer broken windows and juvenile riots. This sounds like a sermon, but you must admit that if there is nothing to interest the boys—and the girls too, at their own fireside, they will go elsewhere.

Fireside companionship begins when the child is very young. Well can we remember the long winter evenings when the family was grouped about the library table, each member busily reading.

Before we could read, Father would spend hour after hour reading aloud about "The Cat Who Walked by Himself" and "How the Elephant Got His Trunk" and similar tales. Then came the thrilling evenings when we pored over Henty and followed the adventurous careers of the Alger heroes. When these heroes began to pall, we turned to other fiction. There has always been just the right book to satisfy our moods.

The bookseller can do a great deal towards building character in our future



citizens by enticing people into his store thru the clever use of his show windows. Show grownups that if they want their children to stay home nights, they must provide amusement, and in the case of young children, get them into the "Evening by the Fireside" habit.

An Appealing Display

The T. Eaton Co., Ltd., Toronto, Ont., Canada, arranged a very appealing display that attracted attention because it was so human.

The window was arranged as a model bedroom for children. In a bed were two children fast asleep, and on top of the bedspread was a book, giving the idea that the children had been reading in bed and had fallen asleep.

A Prize Window

The Bookshop, Greensboro, N. C., won the first prize in the *Publishers' Weekly* Contest, with their children's book week window display. Along the top of the window was a frieze showing children at play. On the walls were pictures of children sitting in cozy nooks, busy with their books. Books were arranged about the floor and on pedestals, along with clever cutouts, illustrating certain books.

In the center of the room was a table, at which sat two boys, each poring over a book.

The two real boys reading was the feature of the display which riveted attention, but another telling point was the sign which read: "This is Children's Book Week—Come In," which added a real selling suggestion. All of the materials for the display were used simply but with good taste.

The Proper Setting

Lord & Taylor, New York City, gave the necessary dainty setting to a display showing a small girl who was busy with a book.

The walls were draped with a soft white material. At the center rear was a home window, prettily hung with net and cretonne curtains. At the left rear corner was a floor lamp with a white and rose shade. At the right rear corner was a small bookcase filled with large books, probably fairy tales. Near the bookcase was a mahogany rocker, on the seat of which was a large ball. Seated near the window was a little girl in a white dress. An open book was on her lap. Under the lamp was a card advertising children's books. The card was nicely illustrated with a picture of a girl and boy picking out books from a nursery bookcase. Children's books of every description were propped up on the floor.

Simple but Effective

Sometimes a window showing books simply displayed will do more business than something more elaborate. Many people object to indirect tactics, and to these you must appeal every once in so often with an advertising display that is both simple and to the point.

Guy Tatman, display manager for Jacobs News Depot Co., Opelousas, Louisiana, arranged a charming display along simple lines. Stands or shelves were built at the back, and on these books were neatly piled, care being taken to choose books with vividly illustrated covers. The lower part of the shelves was covered with three large gayly colored posters illustrating books. In front of the center poster was a small cut-

out of three children reading a fairy tale. Books were placed upright or flat on the window floor.

The very effective color scheme was blue and gold.

Winter Good Time to Launch Special Department

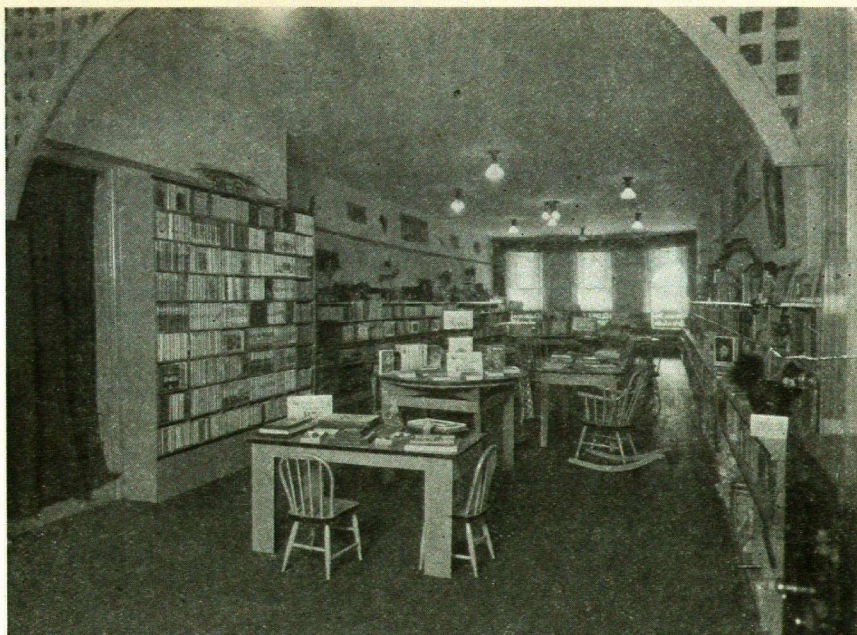
Very often children never "pick up a book" because it is their habit to "stick around the house" on rainy days, and play out of doors on sunny days. Children should be taught that books are friends, friends that will not move away or "get mad."

A good time to start this teaching is during the long winter days. Make your display so interesting that children as well as grown-ups will just *have* to stop and take a look. Once you start a child on the first of a series of interesting adventures, he will plague his parents to buy the next, and the next.

If the bookseller has not a special department for children's books, this is a good time to start one, when every one is interested in books for youngsters. If this is to be a success, however, a few things must be remembered. First, the department *must* be airy and bright. Second, it must be decorated and arranged with the youthful visitors in mind. Third, those in charge must be lovers of children. Children are not deceived by "pretty dearies" and loving pats, and will not stay in an atmosphere of forced gayety.

The Children's World

Cloke's Bookshop, Hamilton, Ont., Canada, have a book department which they aptly call "The Children's World." This is on the second floor, and is a large airy room, well lighted by three large windows. Along the upper walls are pictures and cut-outs to delight the little ones. The walls are lined with bookcases, filled with children's books of all sorts and descriptions. On some of the shelves are fuzzy cats and dogs, or character dolls, for often a child is first attracted by these toys, and in investigating them, discovers the books. Several low tables hold toys and books, and low chairs invite the children to sit down and glance over the books.



The Children's Book World, Cloke's Bookshop, Hamilton, Ontario

Keeping the Children Out of Mischief

As Scrantom, Wetmore and Co., Rochester, New York, say in one of their newspaper advertisements, children must have something to do, and if parents won't provide the proper playthings and books, they must expect to have their walls daubed up with shoe polish and their best furniture scarred with the scissors. However, as they point out, there are books and toys that will cost less than new furniture and wallpaper, and the sensible thing would be to provide these suitable playthings.

The Scrantom, Wetmore Co., have excluded from their bookshelves all books harmful in tone or trash. Parents know this, and can depend upon getting just the right book from this store's large but well-chosen collection.

Their excellent motto is "Year Around Toy Store, and Boys' and Girls' Book Room."

The Unique Bookstore

The Children's Book Shop, New York City, run by Miss Marian Cutter, has the distinction of being one of a few stores that

cater entirely to children. Her personality pervades the store, and many mothers go to her for advice on what book to give little Mary, and what sort of book will please Bob.

The room is lined with shelves, where the books are arrayed in orderly disorder! This gives the room a homey touch. Tables and chairs, some for grownups and some for children, are placed here and there. Miss Cutter's knowledge of children and books are greatly appreciated by many shoppers, who leave the entire selection to her.

The Right Setting

We hope these facts may demonstrate that just the right setting is needed if the bookseller wishes to make a success of his children's book section. As with any specialty, special preparations are involved. A shop can't place a crabby old man, or a giggling flapper in the children's book department and expect to make sales. Neither can it have the children's book section in a dark, uninteresting corner. Attention to all these little points, together with interesting window displays, will inevitably insure success.

Archie Dines with the Booksellers

With Apologies to Don Marquis

well boss when you assigned me to cover
 that affair of the booksellers
 league i said nothing but gulped my
 pride as i always
 thought of those poor
 nuts with disfavor
 i think that expresses eloquently
 my old opinion
 but boss i take it all back i managed to
 get in safely by hiding
 in the
 cuff of louis greenes
 pants and as he gets the glad
 hand from everyone i was just in the
 middle of things
 as they say in
 polite society
 the big chief of the league was
 away doing stunts in the
 middle west and a plump
 fellow named dave oconnell was master
 of ceremonies and
 everything including
 the scarce drinkables
 he introduced an
 uncolored gentleman
 from the south
 who talked well on the origin and
 historical development of the
 negro melody
 gee boss im beginning to
 write like those fellows
 in the office
 that carry off all the
 new books for review
 he was followed by a colored
 gentleman named i think redwood johnson
 who with a singing mate played
 and sang a bully lot
 of negro spirituals
 whatever that means
 they sound like prayer meeting jazz
 but it was mighty good
 then dave talked eloquently like when
 he joshes his irish constitutents
 in brownsville and his yiddisher

friends in bushwick
 finally he introduced sinclair lewis
 who wrote a couple of books
 a couple of years ago and
 after assuring him
 half a dozen times that
 he has left his impress on the
 literature of the country
 he called him the author of
 a million books
 lewis
 responded by
 saying he would
 have to look into that
 million book business
 as his publisers
 had paid royalties on
 seven hundred thousand only
 this caused many
 to laugh
 but i think its a shame to cheat
 poor authors that way
 i may be one myself some day
 lewis
 however controlled his feelings
 admirably and told how he
 always laid
 out his plans for humorous speeches
 all in all boss it was a big night
 and as will shakespeare says
 a pleasant evening
 was had by
 all including dave
 p s
 i forgot you cautioned
 me to mention that the
 negro collection of
 spirituals was published by
 the viking press
 i must ask you to insert it
 where it belongs in
 this report
 i am tired boss and
 i will say
 good night

archie

Buying for a Bookshop

CHAPTER II

The Qualifications of a Buyer

John Loos, Brentano's, Chicago

GRANTING a knowledge of titles and their commercial values, acquired by the methods outlined in the previous chapter, there still remain some natural qualifications which will serve to fill in the background and supply the perspective that is vitally essential to successful buying.

I remember reading, not long ago, an article by an English critic, who was discussing with an author the failings and virtues of booksellers generally. The author usurped the privilege of the critic and made some exceedingly disparaging remarks anent the average bookseller's acquaintance with the contents of books. He doubted very much that booksellers ever read any of the books they essayed to sell and said so in no uncertain terms! The critic smiled and said, "My dear fellow, your remarks betray not only intolerance but a very limited knowledge of the poor booksellers' problems. I know many of them who read a great deal, but taking into consideration the vast number of titles issued every year you can see that it would be almost a physical impossibility for any of them to read one-tenth of the volumes they are called upon to purchase in the course of a year. This is precisely the thing which gives me respect for the bookseller. The publisher's representatives call upon him sometime in advance of publication of their various offerings. Their equipment may consist of a catalog and five to a hundred samples of new books, the samples usually consisting of a few blank pages bound between covers and possibly the colored outside jacket as an added attraction. Our bookseller has to look these over, consider author, price, subject, binding, season and the dozen other things that may bear on their selling possibilities, all in

a few minutes. Then bringing into play that sixth sense which booksellers seem to possess he says—'send me five, ten or twenty-five' as the case may be, and he cannot afford to be wrong very often!"

Now that sixth sense which the critic speaks of is a quality that I am going to refer to as "Book Sense." It is, I think, the most useful asset that any man or woman who buys books can possess and its possession implies the ability to pick up a "dummy" copy and tell almost by touch how many copies to buy. It is extremely difficult even to attempt to tell you what it consists of or how to acquire it. Possibly it is the result of cumulative experience or more possibly it is a natural quality intensified and developed by contact with books at all angles in their commercial aspect. Perhaps it is a natural quality plus the cumulative experience. Suppose we attempt to define it by stating that it is made of a natural feeling or liking for books, a knowledge of their commercial value based on past experience and on the buyer's stock record or card system (see chapter on these important factors in buying), a keenness of vision which enables the purchaser to detect instantly the various points which may retard or extend the selling possibilities of a book, *plus* a slight touch of prophesy.

To elucidate a trifle. Let us imagine that a salesman comes to you with a new novel by a well-known author. You sold over a hundred copies of the last book by the same author, and the salesman expects to repeat his order. If you are a shrewd buyer, your mind notes instantly that the colored outer jacket is not nearly as effective or attractive as that on the previous volume. You ask about the theme and read a paragraph here and there. It is a new field for this author, and you feel that the

subject matter will not be quite so well liked by your selling force or the type of customer to which your store caters. An inquiry as to the number of pages develops the fact that it is an unusually short novel, and short novels at full price are usually difficult to sell. These are some of the little danger signals that must be noted, and this is the manner in which your buying sense urges caution.

Again the situation might be entirely reversed. The signals may be all in favor of a book in which case you can repeat your previous quantity safely. The point is the signals are there and its up to you to be able to interpret them correctly.

Next to that sense I would list as an asset the possession of a slight shade of pessimism with which to temper the sunlit optimism of the "Knights of the Road." Salesmen are naturally optimistic about the books they sell. If they were not they could scarcely retain the affection of their respective houses. Their very enthusiasm, however, presupposes at times perpetual sunshine in the book business, and it is well for the buyer to remember that apart from rainy days plenty of stores are suffering from sunburn induced by the actinic rays in some clever salesman's quantity talk. Not that we advocate pessimism, far from it. Just a touch of it to temper the boundless optimism of the several dozen gentlemen who heave in sight every other month with "one of the biggest things we've ever had."

Prejudice sometimes plays a large part in determining the trend of human affairs, but it is a word that should be eliminated from a buyer's vocabulary. Definite opinions he must have, and clean-cut decisions he must make, but an open mind is compatible with both. It may be possible in a smaller shop to buy and sell only the books one wants to, but purchasing for a

store that aspires to give general service is a very different proposition. Many of the books I buy have no personal appeal to me, some of them I possess an active distaste for, but, from past experience, I know there is a market for these volumes and it must be catered to.

So when I say that an open mind is essential I mean that a book must be viewed from the standpoint of its appeal to the customer rather than its appeal to you personally. Sometimes you find clerks in stores who conceive violent prejudices against books that they do not like personally. They are equally prejudiced in favor of others and sell them to the exclusion of everything else. That may be salesmanship of a kind, but it is not good salesmanship, because it presupposes on the part of the customer a similarity of taste which may not exist. Keep that angle before you when you are buying goods.

The up-to-date buyer must be mentally alert at all times and should leave no opportunity to widen his knowledge of the goods he buys or the market he serves. It takes plenty of *time* and *study* to keep up with the rise and ebb of demand in the book business, but it is an effort that repays because the man who knows does not have to guess. And the elimination of guess work means an inventory sheet that may be much easier to look at when the end of the financial year comes rolling around.

In addition, he must be a man to whom records and details are not distasteful. Exact knowledge is one of the qualities that make up the equipment of the successful buyer and that is a matter of detail as much as anything else. Don't be the type of buyer who says—"Well I *think* we bought ten of that last fall and sold them all," go to your files, look up the order, note stock on hand. Then you *know*.

THIS is the second of a series of twelve articles by one of the best-known buyers in the retail trade. The next chapter will be called "The Buyer and His Market."

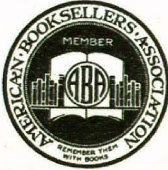
An A. B. A. Page

News and Notes of the American Booksellers' Association

Walter McKee, Pres.; Ellis W. Meyers, Exec. Sec'y

Publicity Stories

THOSE of us who read every periodical mentioning books that we can lay our hands on cannot fail to be impressed by the large amount of good publicity that the trade is receiving. A great deal of it is due to the work of Marion Humble and the Publishers' Association. People who read it are bound to be impressed, but, what are the booksellers doing to *make* people read it?



J. Joseph Estabrook of Hochschild, Kohn, Baltimore, suggests that the magazines featuring book articles be displayed—presumably both in the window and store—and an invitation be extended to the public to interest themselves in the articles. This of course would have a double value to those stores that sell magazines. The *Year Round Bookselling News* of September 15, October 1 and October 15 gives lists of periodicals that are running Book Week stories.

Mr. Estabrook further suggests that leaflets be printed listing the magazines and articles, and sent to parent teachers' associations, clubs and regular customers. They could be sent out with the monthly statements.

The newspapers are also giving space to books and clippings might be displayed in the windows and mounted on cardboard, thruout the store.

Don't let good publicity go to waste. If your patrons haven't seen it, call it to their attention; if they have, you are recalling it to their minds and thus make the impression stronger.

* * * * *

Once again, we are tempted to quote Mr. Stanley Unwin, this time taking two paragraphs from his *Publishers' Weekly* article of October 3rd.

"One of my functions, when serving as a volunteer in a retail bookshop in Ger-

many, was to send new books on approval as they arrived from the publishers to the homes of potential purchasers, so that they might be examined at leisure. The theological professor actually had in his hands all the new theological books—simi-

larly the economist or the lawyer, or whoever it was, received all the books likely to interest him. The books were only left with them for a few days, and it was astonishing how frequently they found some they did not like to return or that they simply could not do without.

"The sellers of phonograph records have discovered how loath people are to part with anything that attracts them when once it has come into their possession, tho the same people would have no difficulty in deciding not to purchase the same records, so long as they were safely in the shop. To sum up, people are tempted to buy books in Germany to an extent that seems inconceivable over here."

There is really no necessity for comment, but we might recite a personal experience. At one time it was the writer's job to run such a campaign on phonograph records. We did it from the studio, but it worked thru the retailer. Twenty double-faced records were loaned to each owner of our phonograph every month. They were kept for two or three days—each owner had a schedule telling him when to call for and when to return the set.

One would think that, with their own records at home and forty new selections for three days a month, the owner would have no desire to buy more. Such however was not the case. The percentage of sales each month to each person receiving a set was very high. The plan sold records, faster than they could be sold by inviting the owners into the stores.

It has possibilities. Try it, if you are

not already doing so, on a selected list, the way Mr. Unwin suggests.

* * * * *

Our recent letters on the Clearing House and Telegraphic Delivery plans produced results, proving that some of our members have been hanging back, waiting for something to happen. We have a long road to travel, and ought all to go together. Come on, those of you from whom we haven't heard (this applies to non-members who ought to be members as well as backward members) hop aboard the band wagon. We want More and Better Book-selling, and your cooperation will help us to do the things that make it possible.

* * * * *

We are in receipt of letters from Findley I. Weaver, Secretary of the Canadian Booksellers' and Stationers' Association giving us the names of the Canadian booksellers who will cooperate with the American Booksellers' Association in giving the Telegraphic Delivery service. If, therefore, booksellers in the United States wish to deliver books in Canada the following bookshops will honor their telegraphic delivery orders:

Wm. Tyrrell & Co., Ltd., 780 Yonge St., Toronto, Ontario.

Cloke's Bookshop, 18 King St. West, Hamilton, Ontario.

Therburn & Abbott, Sparks St., Ottawa, Ontario.

Robert Duncan & Co., James St. and Market Square, Hamilton, Ontario.

Foster Brown Co., Ltd., 472 St. Catherine St. West, Montreal.

Albert Britnell, 815 Yonge St., Toronto, Ontario.

F. T. Harris, 175 Dundas St., London, Ontario.

Edgar J. Vickery Ltd., Yarmouth, N. S.

John Hart, Perth, Ontario.

Granger Freres, Ltd., 43 Notre Dame West, Montreal, Ontario.

We feel sure that members of the A. B. A. will in turn honor orders from our Canadian correspondents.

E. W. M.

New Technical Book List

THE valuable summary of technical books of 1924, issued by the Pratt Institute, is just ready, a list of 120 volumes. The catalog, which can be obtained from Pratt Institute Free Library, has been compiled by Donald Hendry, head of the Applied Science Reference Department of the library.

There are 28 volumes with the McGraw-Hill imprint, giving evidence of their leadership in this field. Then follows Wiley, Van Nostrand, Pitman, Industrial Press, American Technical Society, and the U. P. C. Book Company. The general book publishers make only occasional contributions to this field, and there are perhaps a dozen books on the list that are planned for retail distribution, including:

Kaempffert's "Popular History of American Inventions" (*Scribner*).

Dunlap's "The Radio Manual" (*Houghton*).

Collin's "The Boy Chemist" (*Lothrop*).

Davis's "The Story of Copper" (*Century*).

Saylor's "Tinkering With Tools" (*Little, Brown*).

Wheeler's "Woodworking" (*Putnam*).

Ives's "Home Conveniences" (*Harper*).

Brinckloe's "The Small Home" (*McBride*).

Lord's "Everybody's Cook Book" (*Holt*).

Leonard's "First Aid to Animals" (*Harper*).

Koller's "Artistic Alphabets for Show Cards and Signs" (*McKay*).

Manly's "Automobile Starting, Lighting and Ignition" (*Drake*).

Vanderwalker's "Interior Wall Decoration" (*Drake*).

Fall Book Exhibit

THERE will be a fall book exhibit at the Women's University Club on 55th St., New York, in the week of November 16th. The Channel Book Shop of Park Ave. will have the details in charge for the Club.

The annual exhibits of the National Arts Club will begin by the middle of November.

An Outline of Copyright Law

By Richard C. De Wolf

FOLLOWING the interesting precedent of that delightful writer, Augustine Birrell, who published in 1899, in a small, convenient volume, certain lectures on "The Law and History of Copyright" which he had delivered at University College, London, Richard C. De Wolf, associate of Register Solberg, who has also been a lecturer on copyright in one of the Washington universities, has brought together his lectures in a modest and compact book, "An Outline of Copyright Law." The book is exactly what its title indicates, in contrast with the more extended volumes of which Arthur W. Weil's "American Copyright Law," published in 1917, is the latest. Mr. De Wolf's book will be found a handy volume for the author's and publisher's desk, answering briefly and clearly most of the questions which arise in the ordinary relations of copyright law and practice.

The several lectures cover respectively, in brief outline, The History of Copyright, Definitions, How Copyright is Obtained, Renewal and Transfer of Copyright, The Subject Matter of Copyright, The Kind of Rights Granted by the Copyright Act, Motion Pictures, Infringement, International Copyright Relations, Contracts and Advice to Authors, and the appendices give the copyright law of 1909, the rules and regulations relating thereto, the presidential proclamations and other information, to the extent of thirty pages regarding international relations, the work being completed with a useful index—all within the compass of 330 12mo pages.

This unassuming but comprehensive work states concisely and clearly the results of legal decisions, while giving reference to cases only on those which are most important. For immediate use in answering the usual questions as to copyright it is not the less valuable on this account. Perhaps the most distinctive feature covers the warnings given by the author, from his own experience in the Copyright Office and in legal practice, against the common errors which vex the copyright officials and in many cases endanger or prevent effective copyright. Authors will also find the sug-

gestions as to contracts of special value to them. The chapters on motion pictures are especially noteworthy, in view of the rapid development of this industry in very recent years and the fact that many questions of copyright regarding this class of works are still influx.

The work is, of course, based on the code of 1909 and the amendatory laws since passed, and necessarily has little to say on copyright reforms now pending. Mr. De Wolf does, however, in his preface note the six vital points in the pending copyright measure, drafted by Register Solberg; and his summary is verified by the Register himself in the introduction in which he gives cordial commendation to the work of his associate and assistant.

Advertising May Be Included in Express Shipments

THE express companies, including the American Railway Express Company and the Southeastern Express Company, have just amended their tariffs to become effective November 10, 1925, permitting advertising matter (such as news-stand posters) to be included in the same packages with magazines and periodicals and shipped at the same rate applicable on the periodicals, provided the amount of such advertising matter does not exceed one per cent of the gross weight of the shipment.

This adjustment should be of considerable advantage in the distribution of news-stand and boy-organization copies.

One Year After

THE crossword puzzle craze is now raging in England and the European countries. The City of Leeds public libraries report that there is a decrease of 33 1/3% in the use of books and that it is "due chiefly to the crossword puzzle craze." Fewer books have been published this year for the same reason. In Hungary due to royalist propaganda in the crossword puzzles, a decree has been issued causing all crossword puzzles that are to appear in newspapers to be submitted to the censor, together with the solution, prior to publication.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER

F. G. MELCHER

October 31, 1925

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Seven Weeks to Christmas

THE next seven weeks are inevitably the busiest of the year for any dealer in children's books. Much has been done and much will still be done to make the selling of children's books a year-round



feature of bookshops, yet when all is said and done the weeks leading to Christmas will still remain the golden opportunity to enlist the public's interest in more and better books for children.

Preeminently Christmas is a children's day, and the festivities and gifts are largely intended for their delight and satisfaction. All visitors to the bookshops at this season have in mind some children whom they may wish to delight by attractive additions to their home libraries. The inclination to purchase will be present and the chance of turning browsers into buyers, giving practical increase to the home bookshelves, is very great. There are over 25,000,000 children in the schools of this country, a figure which gives some conception of the public that is to be served. These seven weeks are the time of test for those who have undertaken to perform the function of purveyors to this new nation of readers.

The stimulus of Children's Book Week in November has become the dealer's greatest help at Christmas time. Are your plans for Book Week made?

The Courts Vindicate Rights

TWO decisions of importance were handed down during the past month in support of principles for which the booktrade has always stood; one upholding fundamental rights under the copyright law, the other involving the right to protect prices.

The United States Supreme Court has given the final decision in regard to broadcasting which definitely holds that the broadcasting of music by the Commercial Radio Organizations is a public performance for profit which is contrary to law unless under license from the copyright owner. In the case at bar, no written decision was handed down, but the writ of certiorari thru which the Crosley Radio Corporation asked a review of the decision in the lower court against it, brought before the Supreme Court the full record and by its refusal to have the case re-heard the Supreme Court held that the copyright law included broadcasting as a public performance and thus clinched a decision of sweeping effect. Doubtless this decision would apply incidentally to broadcasting portions of a copyright book or periodical contribution without consent of the copyright owner, and thus the decision is far-reaching in indicating the broadest rights under the copyright law.

The other decision by the Federal Circuit Court of Appeals in the New York District is especially interesting to the booktrade because of its hindsight on the celebrated Macy decisions. The American Tobacco Company has been held to be within its rights in refusing to sell to wholesale jobbers who sell below established prices which permit a legitimate profit, a practice which resulted in the demoralization in turn of retail selling. The decision is in line with common sense and good business practice. But it is confined to the immediate relation between the manufacturing concern and the first line of wholesale dealers and there has been no allegation that the American Tobacco Company, tho in itself a comprehensive trust, is in association with other manufacturers in establishing a scale of prices and discounts. The suits against the American Tobacco Company were originally brought by the Federal Trade Com-

mission with allegation that it acted in restraint of trade, and the defendants included the organization of jobbers in Philadelphia who dealt in turn with the retail trade. This association was dissolved as a result of these suits, as was the fact with the American Publishers' Association as a result of the Macy decisions, the allegation in both cases being that there was a combination of several concerns in restraint of trade. It is not improbable that the current decision may go to the United States Supreme Court for final review and its decision of this case will be interesting reading as throwing light on the decision made by the Supreme Court itself in the Macy case.

The decision represents a recent trend in legal and commercial circles which is a reaction against the extreme construction of anti-trust and anti-price fixing legislation. The American Fair Trade League has been keeping up the fight in defense of legitimate price standards, which of course are of the utmost importance in stabilizing business thruout the booktrade from publisher to retailer.

A Correspondence Course in Book Selection

BOOK selection for the library field and book buying for the field of bookselling approach very closely to each other in their problems and technique, so that the correspondence course which has just now been added to the series of library courses conducted by the American Correspondence School of Librarianship at Syracuse, N. Y., is of interest to booksellers as well as to librarians. This course has been prepared by Helen E. Haines, instructor of the Library School of the Los Angeles Public Library, and was planned primarily for students who are actively engaged in library work but who have had no specific training or experience in the principles and methods of book selection. The book-trade clerk who is already in the business and wishes to get a more thorough plan for improving his general understanding of the business and technique involved will find in this study course an extremely valuable aid.

In general, the course takes up the principles of selecting books. It outlines a text

to be applied to different types of volumes as they come to hand. It suggests the aids to book selection, which are the tools of the trade, and applies the principles developed specifically to certain broad classes of literature, such as biography, travel, etc.

Besides the general development of the theme by Miss Haines, the lessons also include reprints from valuable and suggestive documents on the general subject, material which is particularly helpful when it is gathered up in such form and put beside related information. The course would be valuable for a person in the publishing field, as it gives an indication of how libraries approach the evaluation of the books presented.

The best idea of the scope of this book can be had by mentioning some of the lesson headings, such as "Principles of Book Selection," "Testing Book Values," "Aids in Book Selection," "The Use of 'The Bookman's Manual,'" "The Use of Book Reviews," "How Libraries Review and Annotate Books," "Textual and Physical Characteristics of Books," "Points for Comparisons of Editions and for Selections of Series," "Glimpses of American Book Production," "The Application of the Principles of Book Selection to the Field of Biography, to the Field of History, to the Field of Travel, Essays, Poetry, Religion and Philosophy, Fiction, etc." The source material printed in full is from a great number of sources, and with the lessons are provided questions and exercises that will lead to further reading and study. In connection with the specific analysis in special fields there are given selected names of books which were to be analyzed. Students of the course are required to use with their text "Book Selection" by Elva S. Bascom (American Library Association), "The Bookman's Manual" by Bessie Graham (Bowker Company), "How to Know Editions" by W. E. Foster (American Library Association).

New Jokes for Old

FROM E. D. F. comes the year's happiest suggestion, which is to merge the amaranthine wheezes, combining the b. f. of both. As for instance:

"Who was that lady I seen you with?"
 "She's got a book."

—F. P. A. in *New York World*.

Authors As Writers of Advertising

The Expert Sees Many Types of Expert Contributions

By Earnest Elmo Calkins

of Calkins & Holden, Advertising

THE article in the *Publishers' Weekly* of September 26, entitled "Authors as Writers of Advertising Copy" contains several misstatements and a wrong point of view, for the correction of which I trust you will allow me space, because the subject is one of more importance to your readers than it is to the advertising world as such.

Mr. Anderson in speaking of authors who are writing advertising has evidently confused two different kinds of work. It has long been the custom for manufacturers of cigarettes and toilet articles to secure endorsements or testimonials from well-known people—baseball players, movie stars and politicians—and use these endorsements for advertisements. These are really of the nature of a testimonial, whether genuine or not. In most cases the people who give their names for such purposes are in the public eye and consider the additional publicity valuable, and so their only reward is the use of their names and pictures in large numbers of advertising mediums. The supposition always is that the face powder, or cigarette or other article is their own first choice. This sort of publicity has no connection whatever with the experiment being made in using authors of achieved reputation as writers of copy, as in the case of the advertisements that Irvin Cobb is writing for Sweet Caporal Cigarettes. Mr. Cobb is doing this work in the same way that a regular professional advertising writer does the work, with the idea of writing a good advertisement. He is not endorsing the Sweet Caporal as his own favorite cigarette any more than any other copywriter endorses the article for which he writes, tho the presumption always is that the copy writer must have some belief in the article he advertises. But it would be absurd to say that a copy writer could not

write good advertisements about a motor car that was not his own first choice, or a cigarette, or food product, or writing paper or whatever came in the day's work. It is his business to learn the best story to be told about that particular article and tell it in the best way, and what he is writing is an advertisement, and not a testimonial.

The case of Will Rogers is quite different. It is not particularly as an author that he is writing Bull Durham advertisements, but as a public entertainer.

Mr. Anderson has evidently never read one of his advertisements, or he would know that not only does Will Rogers not use Bull Durham, but he uses no tobacco whatever. The Bull Durham people are simply taking advantage of Will Rogers' popularity as an entertainer to attract attention to their tobacco, and that is in an entirely different genre, if I may use the word, from the advertisements that Irvin Cobb is writing. The fact that Mr. Cobb is apparently writing good advertisements for Sweet Caporal Cigarettes is due to the fact that he knows something about tobacco, that he is peculiarly fitted to write about tobacco, but that does not mean that he could write equally good advertisements for any other article to be advertised unless he was willing to subject himself to the training, research and study that every advertising man has to go thru.

I see no reason why an author could not write a good advertisement about a book, in the same way that an advertising writer would write about it, but writing an advertisement about a book is a very different thing from writing a testimonial for it. To write an advertisement about a book means to study the book from the point of view of the people who like that sort of book and present it to them in such a way as to interest them.

Important Court Decision

United States Supreme Court Sustains Copyright Against Unlicensed Broadcasting

ON October 12th the Supreme Court of the United States denied the petition of the American Automobile Accessories Company (Crosley Radio Corporation) for a writ of certiorari to the U. S. Circuit Court of Appeals for the 6th Circuit, by the filing of which petition the broadcaster in this case hoped to secure retrial in the Supreme Court of a case decided in favor of a copyright owner in the Appellate Court.

It is the consensus of able legal opinion that this denial of the petition, which amounts to a refusal by the highest legal tribunal, with the record of trial in the lower Court before it, to review the action of that Court, definitely and conclusively establishes that the broadcasting of a copyrighted musical work is a "public performance" thereof, within the meaning of the Copyright Law 1909, and may not lawfully be done except by license of the owner of the copyright.

Mr. E. C. Mills, Secretary of the American Society of Composers, Authors and Publishers, has made the following summary of the litigation for the *Publishers' Weekly*:

Shortly after the inception of broadcasting as a popular entertainment activity, the American Society of Composers, Authors and Publishers, in behalf of its members as copyright owners, took the position that radio broadcasting constituted "public performance" within the intent of the Copyright Law, and demanded that broadcasters, desiring to use in their programs the works of its members, should procure license authorizing such use.

The broadcasters contested this position, setting up that as broadcasting was unknown at the time the present Copyright Law was enacted, Congress could not have had it in mind, and that therefore at least until new laws had been enacted, broadcasting did not come within the purview of the act.

M. Witmark & Sons, owners of musical copyrights, thereupon brought suit against L. Bamberger & Co., operator of a broadcasting station, alleging infringement of copyright thru unauthorized broadcasting (public performance) of the copyrighted composition "Mother Machree." The Court sustained the copyright owner and no appeal was taken by the broadcaster. (*Witmark v. Bamberger* 291 Fed. Rep. 775).

The next litigation was that of Jerome H. Remick & Co., owner of musical copyrights, against American Automobile Accessories Co. (Crosley Radio Corporation), a broadcaster, upon similar grounds. In this case, however, the District Court held that broadcasting did not constitute "public performance," whereupon the copyright owner immediately took an appeal to the U. S. Circuit Court of Appeals, where he was sustained, the appellate court holding: "A performance, in our judgment, is no less public because the listeners are unable to communicate with one another or are not assembled within an inclosure or gathered together in some open stadium or park or other public place. . . . Radio broadcasting is intended to and in fact does reach a very much larger number of the public at the moment of the rendition than any other medium of performance. The artist is consciously addressing a great tho unseen and widely scattered audience and is therefore participating in a public performance."

On the question of the application of the present Copyright Law, to such performances, after concluding that broadcasting was a "public" performance, the Court said:

"While the fact that the radio was not developed at the time the Copyright Act was enacted may raise some question as to whether it properly comes within the purview of the statute, it is not by that fact alone excluded from the statute. In other

words, the statute may be applied to new situations not anticipated by Congress, if, fairly construed, such situations come within its intent and meaning."

The broadcaster then petitioned the Supreme Court of the U. S. for a writ of certiorari to the U. S. Circuit Court of Appeals making the above decision, and sought thus to take the case up. The Supreme Court, with the record before it, denied the petition, and it is thru the foregoing recited chain of litigation that the opinion is arrived at that the law on the subject has been settled and that it is no longer debatable that a broadcast program is a "public performance" within the meaning of the present Copyright Law. Mr. Mills also said that the decision of the United States Supreme Court would have little if any effect upon broadcast programs. "The great majority of principal broadcast stations have some time since accepted the principle of application of the copyright law to their programs and have secured the license of the society to broadcast the works of its members."

Price-Fixing Upheld

THE refusal of the American Tobacco Company to sell to jobbers who resold to retailers at prices which yielded less than "a legitimate profit" was upheld in the recent decision of the United States Court of Appeals reversing an order of the Federal Trade Commission. The opinion of Judge Rogers was that the tobacco company was not only not guilty of unfair methods, but actually "tended to promote fairness of trade and the suppression of unfairness in competition" by refusing to deal with the wholesalers who undersold the product,

Judge Rogers said in part: "Practices cannot be regarded as fair which work the demoralization of the business, and practices cannot be regarded as unfair methods of competition if the manufacturer declines to sell to the wholesaler who demoralizes the legitimate market by selling at a price which those in the business regard as insufficient to enable the business to be conducted at a reasonable profit."

"This decision," said A. C. Mower, vice-president of the American Tobacco Com-

pany, "is of far-reaching interest to all business and especially to manufacturers who believe in price stability.

"This litigation," he explained, "grew out of a situation existing in the tobacco jobbing or wholesale business. In many communities thruout the United States the prevailing jobbing prices of tobacco products have been such as to allow a very slender margin of profit. Associations grew up among the jobbers to maintain a price which would enable them to make a profit, and in certain cases the American Tobacco Company refused to sell to jobbers who sold at a price which would not give them a profit."

The Licensing of Printing Suggested

THE old-time practice of licensing printers has now been suggested for New York City on the ground that such an ordinance would establish complete police power over the commercial printing shops of the city and thus establish a check upon counterfeiting of money and of liquor labels, revenue stamps, seditious matter and obscene literature. The proposal has been made thru a group of Brooklyn printers members of the Employing Printers' Association, which latter organization is nearly ready to introduce it into the Municipal Assembly. The union printers have not given any opinion on the matter as yet.

If such a plan really receives serious consideration from the Assembly, New York would certainly be fastening upon herself a worse stigma than other parts of the country have even endeavored to place upon her. It is time to reread Milton's "Areopagitica."

Scientific Salesmanship

Canvasser—"Does your husband play golf?"

Lady—"Yes."

Canvasser—"Then, I'm sure you will be interested in this set of thirty-eight volumes I am selling; it will help you to while away many a lonely hour."—*Collier's*.

Advertising Technique

CALKINS AND HOLDEN, advertising consultants, who are handling the big Stevenson campaign for Scribner's, have launched their campaign for the South Seas Edition with the definite idea of carrying it thru with the refinement of publicity and advertising which it deserves. The full-page advertisement which appeared in a recent New York *Times Book Review* will, in altered form, appear once a week, continuous until Christmas, in the *Literary Digest*, the *Saturday Review of Literature* and in newspapers of all the larger cities of the country in proportion to the book distribution of those cities. It is interesting to note its inclusion in college alumnae papers, Yale, Harvard, Princeton, etc.

This advertisement does not start off with a sensational picture, as has of late years been the custom in book sales campaigns, accompanied by excerpts from a hair-raising story which ends with the advice that you read the rest of this in such and such a set, yet it does catch the attention. It says everything that you could want to know about this set without appearing to crowd the copy. Typographically it is striking. The three most important facts of the ad are in boldest type and immediately catch attention.

First, *Robert Louis Stevenson*. There is no word as to who he is, no biographical sketch. It is taken for granted that you know and the advertisers expect to lose out on anyone that does not. Next, *The South Seas Edition*. There are any number of editions of Stevenson at varying prices and the whole point of this campaign is lost if the title of the edition is not impressed on the mind of the customer. Next comes the price *90c. any volume*, which is so worded as to emphasize two ideas; that the price is only ninety cents a volume and that you can get *any volume*. There have been sets of Stevenson, but they have generally been sold only as sets, not as separate volumes. This marks a departure. It is not expected that "The Ebb-tide" will sell as well as "Kidnapped," nor "Memories and Por-

traits" as well as "An Inland Voyage," and the printing of the volumes has consequently been graduated to keep step with the demand.

After these three predominant ideas one notices the phrase that runs thru all of the advertisements — *Complete, Authorized, Copyrighted*. The value of this is evident. Then comes the blurb which repeats the main idea noted above and which advises you to "look for the South Seas Edition in the bookstore or book department." This immediately relieves any apprehension that the reader may have had as to the veracity of the claims for the book. It is not a mail order scheme. You can go into your bookstore and examine the volumes.

As a check-list, which also acts as a bibliography, the titles of Stevenson's books are printed with the caption, "Carry this list to the bookstore as a reminder." This precedes a clever piece of advertising. The question is asked in bold-faced type, "Would you want your children to grow up without 'Treasure Island'?" Everybody knows, and most people own, "Treasure Island"; everybody wants to know what this is saying about it. The truth is it is merely a catch to advertise the other books. The copy continues, "You probably have 'Treasure Island' at home. But wouldn't you like to have more of 'R. L. S.' in your home library?" The last paragraph of the text is probably the first suggestion of the year for Christmas gifts. It reminds you that "Christmas is just around the corner" and that this "new South Seas Edition furnishes a distinctive new Christmas idea."

Finally you read in large type: "At any place where books are sold," another phrase used in all this campaign's copy. It means more than "at your bookstore." At *any* place where books are sold, department or stationery stores, drugstores and newstands. The name Scribner closes the page.

This advertisement is conceived and executed with that typographical refinement which is synonymous with books and at the same time it has definite sales value.

Changes in Price

HOUGHTON MIFFLIN COMPANY

"The Tale of Genji," by Lady Murasaki, changed from \$3.00 to \$3.50.

Communications

DON'T CONFUSE THE STECHERTS

G. E. STECHERT & Co.

31-33 East 10th Street

New York, Oct. 22, 1925.

Editor, *Publishers' Weekly*:

Your notice regarding the bankruptcy of the F. C. Stechert Co. on page 1423 of the *Publishers' Weekly*, is about as misleading as the notice published by the *New York Times* and the *New York American*; in fact, even more so because you do not even mention the address.

There has for years been considerable confusion between that firm and ours and when the *New York Times* refers to a very old book firm and you refer to a firm that had quite an extensive business with Germany before the war, it refers of course to our firm and not to the F. C. Stechert Co. which has never done any considerable business, either with Germany or with any other country.

We have been very much annoyed by numerous inquiries over the telephone and by letter regarding this failure.

G. E. STECHERT & Co.,

A. Hafner.

"MRS. E. M. WALTER"

AURAND'S BOOK STORE

925 N. Third St., Harrisburg, Pa.

October 12, 1925.

Editor, *Publishers' Weekly*:

Referring to articles in your issues of August 29, and September 12, in reference to "Mrs. E. M. Walter."

We have just received an order from her, care of Hotel Olmsted, East Ninth at Superior, Cleveland, Ohio.

Several months ago she made a stop-over in Harrisburg, endeavoring to sell to local libraries and stores, as well as making a purchase of items on the "South" and "West," in which she seemed to specialize. She claimed to have "Lost" several trunks of valuable books while en route from

Philadelphia to Harrisburg, and would necessarily have to leave the books she purchased with us, until she could straighten matters up—when she would send checks for the books she wanted mailed to her different customers. Altho we tried to communicate with her at "her address" at Richmond, our letters were returned unclaimed.

She never ordered any books mailed, consequently we fared well.

She now writes from Cleveland, under date of Oct. 9, 1925, "kindly send me"—but fails to enclose, or give references.

AURAND'S BOOK STORE.

MUCH DAMAGE IN SHIPPING

DOUBLEDAY, PAGE BOOK SHOP CO.

Springfield, Mass., October 17.

Editor, *Publishers' Weekly*:

I should like to register in your columns a protest against the high percentage of damaged books that we are receiving this fall. I speak only of those books so badly broken at corners thru insufficient or careless packing that they are unfit for sale. These of course have to be returned billed back for credit at loss of time and also of money to the publishers. This condition seems to prevail among some of the larger and better established publishers as well as the smaller newer firms. It also seems to be found as often in the case of single volumes in special orders as in stock order bundles.

Rarely does a day go by without our having some returns to make and our ordering is not very heavy. I have wondered whether this condition was general or whether we have just had phenomenal bad luck with our mail.

DOUBLEDAY PAGE BOOK SHOP.

Bennett Schneider.

Personal Note

PERTON BOSWELL and Samuel W. Frankel, editor, and business manager of *International Studio* have resigned their connections with the magazine to undertake the founding of a new art magazine, *The Art Digest*, which they intend to bring out early in December.

Obituary

RUFUS F. ZOGBAUM

RUFUS F. ZOGBAUM, author, war correspondent and illustrator of military and naval subjects, died of heart disease at his home in New York on October twenty-sixth. Mr. Zogbaum was 76 years old and altho he retired from hard work several years ago, he continued until his recent illness to do a little writing and illustrating. He was remembered by Kipling in the latter's verse sent with a gift to the late Capt. Robley D. Evans in the following lines, referring to the artists illustrations:

"Zogbaum does things with his pencil and I do things with my pen,
While you sit up in your conning tower
bossing eight hundred men."

He was the author of a number of books, including "Horse, Foot and Dragoons, or Sketches of Army Life," "All Hands," "Ships and Sailors" and "The Junior Officer of the Watch."

GEORGE DAVIS HERRON

GEORGE D. HERRON, a former professor in the Iowa State College from which he resigned owing to the opposition of the trustees to his teachings, died of heart disease at Munich, Germany, on October 9th. He was born in Indiana in 1862, was a Congregational minister until his radical and Socialist leanings brought on his separation from the denomination. During his later years he had lived in Europe. In 1901 he married Carrie Rand, who later founded the Rand School of Social Science in New York. His writings include: "The Larger Christ," 1891; "The Call of the Cross," 1892; "A Plea for the Gospel," 1892; "The New Redemption," 1893; "The Christian Society," 1894; "The Christian State," 1895; "Social Meaning of Religious Experiences," 1897; "Between Caesar and Jesus," 1899; "Why I Am a Socialist," 1900; "From Revolution to Revolution"; "The Day of Judgment"; "Wagner and Parsifal," 1903; "War and Peace Under Socialism"; "Socialism and Spiritual Expansion"; "The Menace of Peace"; "Woodrow Wilson and the World's Peace."

Business Notes

BOSTON, MASS.—Miss Margaret E. Daniels is opening a small circulating library in her Gift Shop at 338 Commonwealth Avenue.

BROOKLYN, N. Y.—The Stationery and Gift Shop, 3002 Avenue J, which is adding children's books, requests publishers to send their catalogs.

DIGHTON, MASS.—George C. Thompson, magazine subscriptions, and Donald A. Thompson, books by mail, have removed to this town.

IOWA CITY, IA.—The Davis Gift Shop is adding a children's book department and wants publishers' catalogs. Catalogs may be addressed to Dwight A. Davis, the proprietor.

LOUISVILLE, KY.—The Liebschutz Bookstore has opened a store at 414 West Liberty Street, and by next summer expects to combine the store at 226 West Jefferson Street with the new one.

MAMARONECK, N. Y.—The Quaint Art Gift Shoppe, Halstead Ave. and Beach, is adding a circulating library and children's books.

MARINETTE, WIS.—Mrs. H. A. Somerville, 1839 Liberty Street, is opening a circulating library.

MIDDLETOWN, CONN.—The bookstore of Wesleyan University has opened a department for the sale of old and rare books, manuscripts and prints. The suggestion for such a department has come from the success of the Brick Row Book Shop at Yale, where over \$50,000 worth of old and rare books have been sold to the undergraduates in the course of one year.

NEW YORK CITY.—Irene Jones has opened a circulating Library and Book Shop at 799 Park Avenue.

SAN FRANCISCO, CAL.—Ye Newe Booke Circulating Library, 1318 Polk Street, which is a branch of the Sather Gate Book Shop of Berkeley, Cal., is opening a Children's Book Room, with Miss Daisy Sage in charge.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date [or best available date, preferably copyright date, in bracket] is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q (4to: under 30 cm.); (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Adams, Leonie

Those not elect [verse]. 58p. O c. N. Y., McBride bds. \$1.50

American Child Health Ass'n, Research Division

A health survey of 86 cities. 648p. diags. O c. N. Y., Amer. Child Health Ass'n, 370 Seventh Ave. \$3

An analysis and evaluation of the health work, public and private, in some American cities of from 40,000 to 70,000 population.

Andreieff, Leonid Nikolaevich

Sashka Jigouloff; tr. by Luba Hicks; ed. by Maxim Gorky. 308p. O c. N. Y., McBride \$2.50

The only novel ever written by Andreieff, based upon the real adventures of a semi-bandit, semi-revolutionary brought into life by the storm of the years 1905-1907.

Appleton, Joseph Luke T., jr.

Bacterial infection with special reference to dental practice. 474p. (bibl. footnotes) il. (pt. col.) diags. O '25 Phil., Lea & Febiger \$6

Aulton, Margaret

Fair Touraine; stories and legends of the Loire. 188p. il. F ['25] N. Y., Dodd, Mead \$10

Beautifully illustrated with facsimile reproductions of original drawings and copper-plate engravings by the author.

Barnes, Harry Elmer, ed.

The history and prospects of the social sciences. 555p. (bibl.) front. (por.) O c. N. Y., Knopf \$5

Articles by the editor, Roscoe Pound, Alexander Goldenweiser, and seven others.

Barrows, William E.

Light, photometry and illuminating engineering. 412p. il. O '25 N. Y., McGraw-Hill \$4

Baumer, Sybil

An introduction to Rabindranath Tagore's mysticism. 40p. S (Heart and life b'klets, no. 39) [n. d.] Chic., W. P. Blessing 50 c.

Beard, Charles Austin, and Bagley, William Chandler

Our old world background; rev. ed. 538p. (bibl.) il. maps (pt. col.) D '25 c. '22, '25 N. Y., Macmillan \$1.20

Bell, W. Cosby, D.D.

Sharing in creation; studies in the Christian view of the world. 227p. (bibl. footnotes) D (Bohlen lectures, 1925) c. N. Y., Macmillan \$2

Belloc, Hilaire, i.e. Joseph Hilaire Pierre

Esto perpetua. 198p. il. maps D '25 N. Y., McBride \$2.50

A book of studies and impressions of Algeria.

Bloore, John

Alternative views of the Bible. 157p. (bibl. footnotes) D c. N. Y., Macmillan \$1.50

Brown, Martin, and Holman, Russell

Cobra. 281p. il. D [c. '25] N. Y., Grosset bds. 75 c.

A novelization of the stage play, illustrated with scenes from the photoplay of the same name, starring Rudolph Valentino.

Bulwer-Lytton, Edward George Earle Lytton, and others

The arts of cheating, swindling and murder; introd. by Jesse Lee Bennett. 153p. il. D (Wayside lib.) c. N. Y., Arnold Co.

In this volume are "Maxims on the Popular Art of Cheating" by Edward Bulwer-Lytton, "The Handbook of Swindling," by Douglas Jerrold, and "On Murder Considered as One of the Fine Arts," by Thomas De Quincey.

Allen, Clinton M.

The "Sequoyah" movement; introd. by J. S. Buchanan. 102p. il. D '25 Oklahoma City, Okla., Harlow Pub. Co. apply

Bottomley, Samuel

The second message from "Mars"; the gold standard, its relation to business, labor and world peace. 94p. diagr. D '25 Providence, R. I., Martian Pub. Co. apply

Burt, Katharine Newlin [Mrs. Maxwell Struthers Burt]

Quest; a novel. 384p. D c. Bost., Houghton \$2
A story of youth's search for God.

Camp, Walter Chauncey

The daily dozen. 122p. front. (por.) diags. D [c.'25] N. Y., Reynolds Pub. Co. \$1

Cardinal, Jane

Swift adventure. 320p. D [c.'25] N. Y., Doran \$2
Hood Thoresby gives up his position as head of a wealthy firm to prove he can live the life of his employees.

Chambers, George Gailey

An introduction to statistical analysis. 270p. diags. O c. N. Y., F. S. Crofts \$3

Chekhov, Anton Pavlovitch

The letters of Anton Pavlovitch Tchekhov to Olga Leonardovna Knipper; tr. by Constance Garnett. 387p. front. (por.) O [n.d.] N. Y., Doran \$6

The Russian author's letters to his wife, translated from the original copyright text first published in Berlin in 1924.

Children's Bible, The; ed. by Arthur Mee. 494p. il. O [n.d.] [N. Y., Doran] \$3

Chisholm, Arthur Murray

The red-headed kids. 320p. D [c.'25] N. Y., Chelsea House \$2
An adventure story of the big-timber country.

Christie, Clarence V.

Electrical engineering; 3rd ed. 613p. il. O '25 N. Y., McGraw-Hill \$5

Clark, Marion Edward, and others, comp.

Art in home economics; a bibliography. 76p. O [c.'25] Chic., Univ. of Chic. Press \$1
A bibliography of costume design, history of costume, interior decoration, history of furniture, architecture, art principles, and art appreciation.

Cleugh, Sophia [Mrs. Dennis Cleugh]

Ernestine Sophie. 459p. D c. N. Y., Macmillan \$2

A piquant heroine, brought up in a quiet English rectory, is discovered, at the age of fourteen, to be the crown princess of a small European state.

Cocker, Rev. J.

The date boy of Bakhdad; thirty-five story talks to young people. 238p. D [n.d.] Chic., W. P. Blessing \$1.75

Colum, Padraic

The forge in the forest; il. by Boris Artzbasheff. 148p. il. (pt. col.) D c. N. Y., Macmillan \$2.25

Stories of fire, water, earth and air as told to the King at the Forge while he made shoes for the wild horse.

Comstock, Harriet Theresa Smith [Mrs. Philip Comstock]

Joline. 387p. D c. Garden City, N. Y., Doubleday \$2

Joline was a girl of the forest, who found too late that her marriage to Richard Norcross of a tradition-bound New England family, did not mean happiness.

Cooley, William Forbes

The aim of Jesus Christ; a critical inquiry for the general reader. 227p. D c. N. Y., Macmillan \$2

Cortissoz, Royal

Personalities in art. 452p. il. O '25 c. '21-'25 N. Y., Scribner \$3.50

Dealing with the personalities of various famous artists.

Cowdrey, Irving H., and Adams, Ralph G.

Materials testing—theory and practice. 129p. diags. O '25 N. Y., Wiley \$1.50

Cummings, William G.

Passion and glory. 278p. D c. N. Y., Knopf \$2.50

A tiny fishing village on the Massachusetts coast is a miniature world for the author's intense drama of primitive folk.

Cunningham, Brysson

Port administration and operation; a review of systems of management in vogue in various countries. 179p. O '25 N. Y., Wiley \$3.50

Cushman, Allerton Seward

Chemistry and civilization [2nd ed.]. 171p. il. diags. D [c.'25] N. Y., Dutton \$2.50

With an entirely new chapter on Modern Concepts of Matter and Energy.

Cuthrell, Faith Baldwin [Mrs. Hugh Hamlin Cuthrell]

Thresholds. 301p. D [c.'25] Bost., Small, Maynard \$2

Two totally different sisters are the principal characters in this new novel by the author of "Those Difficult Years."

Davis, James John

Selective immigration. 227p. D [c.'25] St. Paul, Minn. Scott-Mitchell Pub. Co. \$1.90

As secretary of Labor, Mr. Davis is strong in his conviction that selective immigration should be the motto of every American voter.

Dickens, Charles

A tale of two cities; ed. by Archibald Rutledge. 606p. il. S (Windsor Eng. classics) [c.'25] N. Y., F. M. Ambrose Co. \$1.08

Case, Harold Clayton M., and Myers, Kenneth Hayes
Economic factors in cattle feeding. various p. il. diags. O (Agricultural exp. sta., bull. no. 261) '25 Urbana, Ill., Univ. of Ill. apply

Clark, Harold B.

Digest of the decisions of the Supreme court of Montana, covering all cases in v. 1 to 68; 2 v. various p. O '25 San Francisco, Bancroft-Whitney \$32.50

Commonwealth Fund Program for the Prevention of Delinquency; progress report. 47p. O '25 N. Y.,

Jt. Committee on Methods of Preventing Delinquency pap. gratis

Crowley, John William, jr.

Determination of turning characteristics of an airship by means of a camera obscura. 8p. il. diags. Q (Nat'l advisory committee for aeronautics, report, no. 208) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. apply

Dep't of Commerce. Bureau of the Census

Printing and publishing and allied industries. 47p. O (Census of manufactures: 1923) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. 5 c.

Dondineau, Arthur, and Spencer, Lea A.

Our state of Michigan. 238p. il. map (col.)
O c. N. Y., Macmillan \$1.20

A textbook to familiarize elementary school children with the geography and history of Michigan.

Dukes, Ashley

The man with a load of mischief; a comedy in three acts. 89p. D [c.'24] N. Y., Doran
bds. \$1.25

Dunham, Francis Lee

An approach to social medicine. 242p. (bibl. footnotes) diags. O '25 Balt., Williams & Wilkins \$4

Eaton, Mary

Consider the child; (for students in training). 263p. D '25 N. Y., Longmans \$1.50

Farrer, William

Honors and knights' fees, v. 3: Arundel, Eudes the sewer, Warenne. 524p. O '25 N. Y., Longmans \$9

"An attempt to identify the component parts of certain honors and to trace the descent of the tenants of the same."

Ferber, Edna

The eldest; a drama of American life. 21p. diagr. D (Appleton short plays, no. 14) c. N. Y., Appleton pap. 50 c.

Fox, Carroll, M.D.

Insects and diseases of man. 361p. il. O '25 Phil., Blakiston \$4

Frederick, Justus George

Modern salesmanship. 337p. O c. N. Y., Holt \$4.50

Published under the direction of American Salesmen's Association, Inc., New York City.

Game, Josiah Bethea

Teaching high-school Latin; a handbook; rev. ed. 162p. (7p. bibl.) D [c.'16,'25] Chic., Univ. of Chic. Press \$2

Gibbs, George

Hero tales of our navy; pike and cutlass; 3rd ed., enl. 303p. il. D '25 c. '98-'25 Phil., Lippincott \$2

Goldstein, Harriet, and Goldstein, Vetta

Art in every day life. 491p. il. diags. (pt. col.) O c. N. Y., Macmillan \$3.50

The principles of art applied to home decoration and woman's dress.

Gollomb, Joseph

Tuning in at Lincoln High. 255p. il. D c. N. Y., Macmillan \$1.75

How Tim rises above the teasing of his bigger and huskier school-mates and becomes quarterback on the Lincoln High team; a story of public school life in New York.

Gooch, George Peabody, ed.

The later correspondence of Lord John Russell, 1840-1878; 2 v. 427p.; 407p. (bibl. foot-

notes) fronts. (pors.) O '25 N. Y., Longmans \$10.50 bxd.

Throws light on European statesmen and events during the middle decades of the 19th century.

Goodrich, Carter Lyman

The miner's freedom. 200p. (bibl. footnotes) il. D (Amherst bks., 2nd ser.) c. Bost., Marshall Jones \$2

A study of the working life in a changing industry.

Gosselink, Marion Gerard

The child in the temple; junior sermons for special days. 164p. D [c.'25] N. Y., Doran \$1.50

Gowen, John F.

Treasure hunting. 159p. diags. D c. N. Y., Putnam \$1.50

Explaining a game comparatively new in this country, but one which has proven immensely popular in England, and which may be played by a large group of people of all ages.

Green, Fitzhugh

Midshipmen all; foreword by Rear-Admiral William S. Sims. 271p. front. D c. N. Y., Appleton \$1.75

Continuing the story of Tom Armstrong at Annapolis, which was begun in "Fought for Annapolis."

Greenbie, Sydney, and Greenbie, Mrs. Marjorie Latta Barstow

Gold of ophir, or, The lure that made America. 349p. (5p. bibl.) il. O c. Garden City, N. Y., Doubleday \$4

The story of the American clipper ships that brought the romantic land of China closer to America.

Grimal, Rev. Julius Leo

To die with Jesus; tr. by Rev. Gerald Shaughnessy. 93p. front. D c. N. Y., Macmillan \$1

Twelve exercises of preparation for death, for use on the monthly day of recollection.

Hagedorn, Hermann

Ladders through the blue. 73p. D c. Garden City, N. Y., Doubleday bds. \$1.50

A book of lyrics, not previously published in book form.

Harford, Rev. Dundas, ed.

The shewings of Lady Julian, recluse at Norwich [Eng.], 1373, transcribed from the earliest known ms. 133p. (bibl.) S ['25] Chic., W. P. Blessing \$1.25

Hargitt, Charles Wesley, and Hargitt, George T.

Outlines of general biology; 5th ed. 184p. il. D '25 N. Y., Lea & Febiger \$2

Harris, Cyril

The religion of undergraduates. 95p. D c. N. Y., Scribner \$1.25

A constructive report upon religion among college students.

Guba, Emil Frederick

Phyllosticta leaf spot, fruit blotch, and canker of the apple: its etiology and control. various p. (3p. bibl.) il. O (Agricultural exper. sta., bull. no. 256) '25 Urbana, Ill., Univ. of Ill. apply

Harmon, John Newton

Harmon genealogy (southern branch) with biographical sketches, 1700-1924. 376p. il. O '25 Tazewell, Va., Tazewell Historical Soc'y apply

Harris, Franklin Stewart, and Butt, Newbern Isaac

The fruits of Mormonism. 155p. diags. D c. N. Y., Macmillan \$1.75

The accomplishment and condition of the Mormons as regards social welfare, in comparison with other peoples of the country. Based on official government, state and county reports.

Hartill, Isaac, D.D.

Lead, kindly light; an exposition of Newman's hymn. 61p. S (Heart and life b'klets, no. 38) [n.d.] Chic., W. P. Blessing 50 c.

Hastie, Rev. John Stewart

Triumphant goodness. 245p. D [n.d.] Chic., W. P. Blessing \$1.75
A book on religion.

Hendryx, James Beardsley

Connie Morgan with the forest rangers. 280p. il. D (Connie Morgan ser.) c. N. Y., Putnam \$1.75
A story for boys.

Hill, Mildred

His little bit o' garden. 152p. front. D [n.d.] [Chic., W. P. Blessing] \$1
A story of missionary life.

Hoatson, Florence

The little white gate. 86p. il. (col.) D [n.d.] N. Y., Crowell \$1.35
A volume of verse for children.

Hope, Anthony, pseud. [Sir Anthony Hope Hawkins]

Little Tiger. 304p. D [c.'25] N. Y., Doran \$2
A novel of post-war England by the author of "The Prisoner of Zenda."

Horner, John T.

Agricultural marketing. 244p. diags. O '25 N. Y., Wiley \$2.50

Howe, Frederic Clemson

The confessions of a reformer. 360p. front. (por.) O c. N. Y., Scribner \$3
Reminiscences of twenty-five years of political life.

Howe, Harrison Estell, ed.

Chemistry in industry; a cooperative work intended to give examples of the contributions made to industry by chemistry; 2 v.; 2nd ed. 384p.; 404p. il diags. D ['24, '25] N. Y., Chemical Foundation, Inc., 85 Beaver St. \$1 ea.

Hunt, E. E.

What the coal commission found. 416p. il.

D (Human relations ser., no. 3) '25 Balt., Williams & Wilkins \$5

Hunter, Allan A.

Youth's adventure; foreword by Harry Emerson Fosdick. 161p. (bibs.) D c. N. Y., Appleton \$1.25

In which an important part of the younger generation speaks for itself regarding ideals, modern creeds, world conditions, etc.

Inman, Samuel Guy

Problems in pan Americanism [new ed.]. 439p. (4p. bibl.) D [c.'21, '25] N. Y., Doran \$2

Irwin, J. T.

Triumphographs. 176p. (2p. bibl.) il. diags. S '25 N. Y., Pitman \$2.25
An electrical treatise.

Janis, Elsie

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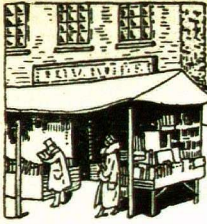
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Old and Rare Books

Edited by Frederick M. Hopkins



THE current catalog of Walter M. Hill of Chicago contains a fine collection of first editions of modern English authors. Kipling and Stevenson are well represented by many noteworthy items.

THE American Federation of Labor, Washington, D. C., has presented to the New York Public Library a large collection of clippings, photographs, letters and other material relating to Samuel Gompers and his life-long fight for organized labor.

YALE UNIVERSITY probably will have the finest university library in the world when the structure made possible thru the bequest of the late John W. Sterling of New York is completed. The building alone, it is said, will cost \$8,000,000 and will accommodate 4,000,000 volumes, with accommodations ultimately for 5,000,000.

THE "Library Column" in *The Christian Science Monitor*, which made its first appearance November 1, 1922, has contained more than 150 articles telling of American public libraries and of state and private libraries in many countries. During the past year, fourteen countries have been represented and eleven different states. Much of the material printed in this department has been of special interest to the collector.

THE catalog of selections from the Charles F. Gunther collection, consigned by the Chicago Historical Society, and to be sold at the American Art Galleries, November 12, has just been issued. It contains 498 lots and covers a wide range of interesting material, foreign

printed books; Oriental and European manuscripts; many illuminated and autographic manuscripts; early printed music; autographs of Robert Burns, Pope, and other British and Continental authors, and also French royalty; Shakespeareana, including the Second and Fourth Folios, and a first quarto of "Julius Caesar," and association books, among them Milton's copy of Frischlin's "Comœdiæ," and other interesting and rare books.

PART I and Part II of Volume 34 of the American Antiquarian proceedings have been issued, and contain much interesting material in addition to Librarian Clarence S. Brigham's bibliography of American newspapers, which includes Rhode Island and South Carolina. The papers in Part I are "William Cook of Salem," by Lawrence W. Jenkins; "Founding of New Amsterdam," by Victor Hugo Palsits, and "Do We Learn from History?" by William McDonald. In Part II are Mr. Eddy's paper on "The Franklin Library"; "Franklin's Kite Experiment," by Alexander McAdie; and "Franklin and Galloway," by William S. Mason. The report of the council includes a valuable article on the press of Bermuda by Waldo Lincoln, and in Part I is an interesting account of some of the association books owned by the society, contributed by Dr. Nichols.

BOOKS on the art of the press from the collection of Maurice Sloog of this city were sold at the Anderson Galleries, October 19 and 20, 529 lots bringing \$3,362. A few of the more important items were Richard Atkyn's "The Origin and Growth of Printing in England," small 4to, morocco, London, 1664, \$26; Blade's "Life and Typography of William Caxton," 2 vols., 4to, boards, London, 1861-63,

first edition, \$27.50; Raymond Cox's "L'art de Decorer les Tissus d'apres les Collections du Musee Historique de la Chambre de Commerce de Lyon," folio, levant, Paris, 1900, the rarest and finest book printed on textile decoration, \$185; Honoré Daumier's "Tirage Unique des Trente-six Bois," 4 parts, 1862, 1863, 1867, and 1869, Paris 1920, one of 75 copies, \$35; Fournier's "Manuel Typographique," 2 vols., 12mo, half morocco, Paris, 1764-66, \$52.50; and Stanley Morison's "Four Centuries of Fine Printing," folio, cloth, London, 1924, \$66.

GEORGE SIMPSON EDDY of this city has undertaken the task of reconstructing the library of Benjamin Franklin. In a monograph on this subject, which is really a report of progress, he states that after several years of research he has ascertained the titles of 1,350 of the volumes that were in Franklin's library. As the inventory discloses, he had 4,276 volumes at the time of his death, much still remains to be discovered. Mr. Eddy is of the opinion that some of the missing volumes are to be found in libraries public or private, in or near Boston, and would be grateful for any information from any source that would aid him in identifying any such volumes. Two important aids are missing. One is the catalog, manuscript or printed, of N. G. Dufiel, who advertised Franklin's library for sale, and the catalog of Franklin's books which is mentioned in his will. Any information which will lead to the finding of these missing works will greatly facilitate Mr. Eddy's task.

Auction Calendar

Tuesday evening, November 3rd, at 8 o'clock. Etchings, color prints, caricatures, framed prints, etc., including selections from the prints of Countess Von Holstein-Rathlou and the late F. Meder. (No. 379.) The Walpole Galleries, 12 West 48th St., New York City.

Friday evening, November 6th, at 8:30. Mezzotints in color by S. Arlent Edwards together with fine color prints by Elizabeth Gulland, Sydney E. Wilson, Miss E. E. Milner, Clifford R. James, Richard Smythe, Martindale and other well-known modern mezzotinters and engravers, the property of Harry Peters of New York City. (Items 158.) American Art Association, Inc., Madison Ave. and 56th St., New York City.

Saturday morning, November 7th, at 10:45. Rare Americana, pamphlets, books, broadsides and autographs. (No. 181; Items 172.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

Monday afternoon, November 9th, at 2:30. A delightful collection of rare books, autographs and manuscripts formed by the Rev. Isaac Dooman of New York City. (Items 236.) The Anderson Galleries, 489 Park Ave., New York City.

INDEX TO American Book- Prices Current 1916-1922

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Objectionable books are excluded as far as they are noted.

In answering, please state edition, condition and price, including postage or express charges. The appearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

BOOKS WANTED**The Acorn, Portsmouth, N. H.**

John Watson's Kate Carnegie.
 The Green Shay.

Aladdin Bk. Shop, 205 Trumbull St., Hartford, Conn.
 Review Copies Latest Fiction.

Aldine Bk. Shop, 205 S. 16th St., Philadelphia
 Dog Stories and Dog Lore, Thos. W. Knox.
 Following the Deer, Wm. J. Long.
 My French Friends, C. E. Maud.
 Many Thoughts of Many Minds, Vaughan.

Aldine Circulating Library, 209 B'way, New York
 H. L. Mencken, Man Versus the Man.

Allan, care Publishers' Weekly

Flanders, N. T., Galvanizing and Tinning, pub. by
 American Bk. Supply Co. in 1916.

Fred'k G. Allen, 78 Genesee St., Auburn, N. Y.
 Junior Classics.
 Harvard Classics.
 Little Journeys Through Bookland.
 Must be in good condition and the complete set.

American News Co., 131 Varick St., New York
 Sailing Ships of New England, 1607-1907, Robinson
 & Dow, Marine Research Soc.

Archway Book Store, 224 Pike St., Seattle, Wash.
 Taylor, History of Alphabet, Scribner.

A. S. Arnold, Metuchen, N. J.

Books on Ancient Egypt, Hieroglyphs, Arts, etc.

M. B. Aronson, 542 S. Dearborn St., Chicago
 Journeys Through Bookland, Charles H. Sylvester.

Aurand's Bk. Store, 925 N. 3rd St., Harrisburg, Pa.
 Any Penna. County History or Atlas.
 Any book on the Molly Maguires.
 Any book on Simon Girty.
 Any books by Col. H. W. Shoemaker.
 Any Penna. German (Dutch) books.
 American Trotting Register, vol. 16 only.
 Draper's King's Mountain and Its Heroes.

Aurand's—Continued

Egle's Genealogies and Notes and Queries.
 Gregg's Commerce of the Prairies, 2 vols.
 Hazard's Weekly Register, vol. 9, or set.
 Jones' History of the Juniata Valley.
 McKnight's Western Border.
 Meginness' Otzinachson.
 Wallace's Year Book, (Horses), vol. 1.
 Wickersham's History of Education in Penna.

Bachmeier & Co., 438 W. 37th St., New York
 One or more copies, Dyes and Dyeing, Pellew.

Bailey's Bk. Store, Vanderbilt Sq., Syracuse, N. Y.
 Finest of Wheat, Male Chorus, formerly pub. by McCabe, 5 copies.

Wm. B. Bains, 1713 Chestnut St., Philadelphia
 Southworth, Bride of the Night.
 Paul Marie LeTarouilly, Edifices de Rome Moderne.
 Paris, Morel ed., 1874; same, Bance ed., Paris, 1857.

Baird & Crips, Lebanon, Tennessee
 Sets, Parsons On Contracts, vols. 1, 2, 3, 6th to 9th eds.

Ball & Brown, 30 Broad St., New York
 Captain Prothero's Fortune, McClurg.
 Captain Carter, Fennio.
 States, United and Otherwise.

Wm. Ballantyne & Sons, 1409 F St., N.W., Washington, D. C.

Hawthorne, by James, Harper's ed. Eng. Men of Letters.
 Dickens, by Ward, Harper's ed. Eng. Men of Letters.
 Eliot, by Stephen, Harper's ed. Eng. Men of Letters.
H. C. Barnhart, 35 W. Market St., York, Pa.
 Art of Coppersmithing, J. Fuller.
 Set, 20 vols., Talmadge's Sermons.

N. J. Bartlett & Co., 37 Cornhill, Boston
 Coleridge, 3 vols., Boston, 1866, large paper ed., 7½x4½, Little, Brown.
 Charles, Apocrypha and Psendepigrapha.
 Speakers' Commentary on Apocrypha.
 Thayer, Greek Lexicon.

Beach's B'kshop, 418 N. Meridian St., Indianapolis
 Writings of Wm. Blake, 3 vols., Nonesuch Press.

BOOKS WANTED—Continued

Bell Bk. Co., 5th St., Richmond, Va.
 Ellett's Queens of American Society.
 Aucassin & Nicolette, Bourdillon, trans.
 Claiborne of Virginia, Put.
 Baylor, From Bull Run to Bull Run.
 Cooke's J. E., Works, grey cloth, Dillingham.
 Wilstach, Potomac Landings, D. P. Co.

C. P. Bensinger Cable Code Book Co., 19 Whitehall St., New York
 Schofield's General Telegraph A B C 5th Improved.
 Peterson, Banking Sample's Code.
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Biola Bk. Room, 536 S. Hope St., Los Angeles, Cal.
 Resurrection of Christ.
 Conversion of St. Paul.

A. F. Bird, 22 Bedford St., London, W.C.2, England
 Mikkelson, Michael A., Bishop Hill Colony.
 Nordhoff, History of Communistic Societies.

Bobbs-Merrill Co., Indianapolis, Ind.
 Songs o' Cheer, Riley, Greenfield ed., in sage green.

Boni & Liveright, 61 W. 48th St., New York
 Doubting Castle, Elinor Chipp, pub. Boni & Liveright.

Book Shop, Glass Block Store, Duluth, Minn.
 Gate of Horn, Dix.

The Book Shop, 219 N. 2nd St., Harrisburg, Pa.
 Outward Bound; Palace & Cottage; Up the Baltic, Oliver Optic.

The Booke Shop, 4 Market Sq., Providence, R. I.
 Some Information for Mother, a pamphlet.
 Our Betters, Somerset Maugham.
 Williamson, The Lightning Conductor.

E. Borgmann, 10 Hyde Sta., St. Louis, Mo.
 Journal Chemical Soc., London, 1892, 1893, 1894, compl. or in part.
 Chemical News, 1864, '65, '66, 1908, '09, '10.

Box 1403, Philadelphia, Pa., Post Office
 Copies of Exposition Souvenir and History vols. of the Centennial, Philadelphia, Buffalo Exposition, St. Louis, World's Fair, Chicago, San Francisco, San Diego or Brazilian.

Brentano's, 218 S. Wabash Ave., Chicago
 Life and Letters R. L. Stevenson, 2 vols., Colvin.
 James Cole of Plymouth, 1633, pub. Grafton Press, 1908.
 We Discover the Old Dominion, Hale.
 Modern Stone Cutting and Masonry, Siebert & Big-non, pub. Wiley.
 The Amusing Adventures of Carberry, Rinehart.
 Change, Welsh Play, pub. D. P. & Co.
 Bhagavad Gita, Chatteiji.
 Everyday Thoughts, Ella Wilcox, Conkey.
 Vitamine Manual, Eddy.
 Hurricane Williams, Young.
 Tales Told in Palestine, Hanauer.
 Rahab, Biblical Drama, pub. Holt.
 The Awakening, Don Marquis.
 My Lady's Dress, Knoblock.
 The Mice's Did It, A Fish Story, any book or magazine containing this story, pub. few years ago.
 Life and Letters of E. A. Poe, ed. Harrison, 2 vols., Crowell.
 The Texican, Collidge.
 Miracle in Stone, Seiss.

Brentano's, 1 West. 47th St., New York
 Fuld, Book on Narcissus and Daffodils.
 Kirby, Book on Narcissus and Daffodils.
 Anderson, Hans, The Great Sea Horse.
 Lives of the Lindsays, 3 vols., Genealogy.
 Jeanette, Memoirs of Jeanette, pub. 1812 by Mozeley & Co., England.
 Murray, Picture of Las Cruces.
 Whittaker, The Planter.
 The Furnace of Iron.
 Paul and Virginia, St. Pierre.

Brick Row Bk. Shop, 104 High St., New Haven, Conn.
 More Tales of an Antiquary, Montague-Rhodes, quote price.
 English Minstrelsie, 1st ed., Edinburgh, 1899?, by S. Baring Gould.
 Treatise on Algebra, Loomis.
 First eds. of Dickens, John C. Eckel.

Brick Row Bk. Shop, 30 Broad St., New York
 Borrow, Celebrated Trials, cloth ed.
 Camoens, Lusiad, trans. R. Burton.
 Inman, H., Santa Fe Trail.
 Thackeray, complete works, English ed.
 Yeats, Works, Shakespeare Head ed., boards.

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 Crane, Wounds in the Rain, 1st ed.
 War Stories by a Staff Correspondent, Chicago Record, 1898.
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 Young, Night Thoughts.
 Atherton, Conqueror, 1st ed.
 Pidgin, Blennerhasset, 1st ed.
 Count de Rumford, Essays Political, Economical and Philosophical, Boston., 1798.
 Browning, Works, vol. 8 only of an ed. of 17 vols., pub. Smith Elder, 1888.
 Thackeray, Works, part 2 of the Virginian, vol. 16 of a set of 23 vols. pub. Houghton Mifflin, 1899.

Bridgman & Lyman, 108 Main St., Northampton, Mass.
 Inge, Christian Mysticism.
 Sermons by British Preachers, ed. Marchant.
 Bjornson, Synnove Salbakken; Arne; Happy Boy.
 Coulton, Five Centuries of Religion, vol. 1.
 Mauver, Study of English Place Names.
 Anne Pederedotter, Wiers-Jenssen, trans. Masefield.
 Tacitus Historicus, ed. Spooner.
 Genealogy of General John Stark, Revolutionary War General.

Britannica Bk. Shop, 342 Madison Ave., New York
 Island of Regeneration, C. F. Brady.
 Pulpit Commentary, Funk & Wagnalls.

Albert Britnell, 815 Yonge St., Toronto, Can.
 Willoughby's Foreign Rights and Interests in China, Johns Hopkins Press, Baltimore.

Brockmann's, Charlotte, N. C.
 Weed, Thurlow, Autobiography.

Brown Bk. Shop, 623 State St., Madison, Wis.
 Songs of Biletus, trans.
 Guiney, Patris.
 Byerly, Differential Calculus; Integral Calculus.
 Osgood, Introduction to Infinite Series.
 Dickson, Algebraic Equations.
 Lathrop, Old Seaport Towns; Rambles in Old College Towns; A Story of Courage.
 Julian Hawthorne, Hawthorne and His Circle.
 Castiglione, B., The Courtier, Hoby trans.
 Sterling, Maxwell, Don John of Austria.
 Dickens, Nicholas Nickleby, 1st ed.; Little Dorritt, 1st ed.
 Joyce, Ulysses.

Ruth M. Bryant, 60 Fifth Ave., New York
 Clifton Johnson, Highways and Byways of California.
 F. F. Rockwell, Round the Year in the Garden.

Bryn Mawr College Library, Bryn Mawr, Penna.
 Bates, Pageants and Pageantry.
 Caffin, Story of Dutch Painting.
 Chicago, Univ. Manly Anniversary Studies.
 Heck, Mental Discipline and Educ. Values.
 Johnson, Allan, Stephen A. Douglas.
 Pigou, Principles and Methods of Industrial Peace.
 Powderly, Thirty Years of Labour.
 Van Antwerp, Stock Exchange from Within.

Burrows Bros., 633 Euclid Ave., Cleveland, O.
 Lincoln in Story, Pratt.
 Essential Life, Stanton.

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Off the Roll, Kathleen King.

North West Amazons, Capt. Whiffen, pub. Duffield, 2 copies.

Chosen Days in Scotland, Josephine Helena Short.

W. A. Butterfield, 59 Bromfield St., Boston, Mass.

Amy Lowell, autograph letter; Sword Blades, 1st ed.; Con Grande's Castle, 1st ed.; Men, Women and Ghosts, 1st ed.; Dome of Many Col. Glass, 1st ed. Algernon Blackwood's Books.

Campion & Co., 126 S. 16th St., Philadelphia, Pa.

Life and Letters of Walter H. Page, 1st ed.

Gore, Astronomical Glossary.

Doyle's Lost Galley.

Hoyt Case, 21 E. 61st St., New York

Edna St. Vincent Millay's 1st eds.

Willia Cather's 1st eds.

Twain, 160r, limited ed.

Boyd, Drums, 1st ed. with dust-wrapper.

Drinkwater, Abraham Lincoln, 1st, presentation.

Macdonald, Back of the North Wind, 1st ed.

Melville, Moby Dick, 1st ed.

Millay, Figs from Thistles, 1st, in wrappers.

Celebrated Authors Society, 723 7th Ave., New York

Laura Jean Libbey and Maurice LeBlanc Stories.

Centaur Bk. Shop, 1224 Chancellor St., Philadelphia

Joseph Hergesheimer, Balisand, large paper ed. bound in vellum; The Happy End, large paper ed.; Three Black Pennys, 3rd ed.

Shepen Crane, any 1st eds.

George Douglas, House of the Green Shutters, 1st American ed.

Nations of the World, Persia, 1 vol., pub. Collier's.

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Minimum of Greek, Under & Taylor, Morang pub. Toronto, Can.
Inductive Greek Method, Harper & Waters, Amer. Bk. Co.

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Lifting the Latch, Elijah P. Brown, 2 copies.

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Rolland, The 14th of July, and Danton, Holt, 1918.

Thos. Perkins, P. O. Box 3055, Boston, Mass.

Brady, Kedge Anchor.
Falconer, Dictionary of Marine.
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Luce, S. B., Seamanship.
Scammon, Marine Mammals of N. W. Coast.
U. S. Fishery Report, 1878.

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byterianism in Western Pennsylvania, pub. in Pittsburgh, 1876.

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Set of Pulpit Commentary, 49 vols., Funk & Wagnalls ed.

Preston & Rounds Co., 98 Westminster St., Providence, R. I.

Earle, Sundials and Roses of Yesterday.

The Rare Book Shop, 822-17th St., Wash., D. C.

Chambers, The Reckoning.
Panthier, History of China.
Jebb, Attic Orators, 2 vols.
Sandow, Physical Training.
Short Story Classics, Collier, 1925.
Her Letters, author unknown.
Alexander, Memoirs of a Confederate.
Calverley, Chas. Stuart, Poems and Fly-leaves.
Hamilton, Ian, The Soul and Body of an Army.

Rare Book Co., 99 Nassau St., New York

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Wm. J. Reardon, Pekin, Ill.

Life of Andrew Jackson, John Spencer Bassett, a 2-vol. work pub. in 1911.

Fleming H. Revell Co., 158 Fifth Ave., New York
The Foundations of Mormonism, LaRue, pub. Revell, 3 copies.

Geo. Reynolds & Son, Oneonta, N. Y.

Practical Guide for Notaries Public, E. B. Schwartz, Cooper Pub. Co.

E. R. Robinson, 410 River St., Troy, N. Y.

Annuals to American Cyclopaedia, 1894 and 1898.
Books on Flower, Plant and Tree Lore.
Catholic World, vol. 70, Oct. and title page; vol. 72, Oct. and title page; vol. 78, Nov.; vol. 84, Jan. Clytie.
Curwood, J. O., The Great Lakes.
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Engler, A., Syllabus der Pflanzenfamilien, illust. ed.
Hawthorne Scarlet Letter 1st ed
Henry Dunbar.
Hocking Follow the Glean.
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Starcke, The Primitive Family, 1902.
Santanelli, Law of Suggestion.
Tears, Collection of Prose and Poetry.
Taylor, M. I., House of the Wizard; On the Red Stair Case; A Yankee Volunteer; An Imperial Lover.
Transl. of Civil Code in Cuba, Porto Rico, etc., War Dept., Oct., 1899.
Twain, Mark, Tom Sawyer 1st ed.
Post, G. E., Flora of Syria and Palestine.
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Cory, William Johnson, Extracts from Letters and Journals of, collected by Cornish.
Farrar, F. W., ed., Essays on a Liberal Education.
Gibbons, History of Rome, ed. Bury.
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James, S., Modernism and Romance.
Johnson, Mary, Long Roll; Cease Firing.
Keith, Provincial Councillors of Penna.
Lewis and Kempner, Manual of Examinations, 1906. vol. 2, Asst. Eng., 2 pts.
Naden, Constance, complete works.
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Rolland, R., Life of Beethoven, English or French. Swinburn, Works pub. Heinemann.
Symons, A. S., Social Force in American History. Journals of Captain Pausch, Munsell's Hist. Series.

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Marsh, J. M., Rochester, a Story Historical, several copies.

Marx, Karl, Capital, Sonnenschein, 1906.

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Maurice, Geo. Moore, An Irish Gentleman, George Henry Moore, pub. Thornton Butterworth, London.
Kaufman, House of Bondage.
Bellamy, The Balance.
Vol. 36, Voltaire's Works, 34 black morocco.
Century Dictionary of Names.

Scranton Bk. Exchange, 312 Washington St., Scranton, Pa.

Alex. Hamilton, Modern Business, vol. 9, Accounting Principles.

Chas. Scribner's Sons, 5th Ave. at 48th St., N. Y.

Belloc, Pyrenees, Knopf.
Berdoe, Ed., Browning's Message to His Time; His Religion, Philosophy, Science.
Bucke, R. M., Walt Whitman, McKay.
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Clutton-Brock, The Ultimate Belief, Dutton.
Ellis, War Essays, Houghton.
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Grinnell, American Duck Shooting, pub. Forest & Stream.

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Hall, G., Wagnerian Romances, early ed.
Henty, Out With Garibaldi, Scribner.
History of Albany, N. Y., 4 vols., Munsell, 1867.
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Hyde, Poets and Dreamers.

Jones, H. C., Laws of Piquet and Rubicon Piquet, Scribner; Piquet; Laws, Treatise, etc., 5/-net, De la Rue.

Kent, Scientific Management and Labor Problems, pub. Nat. Efficiency So.

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 Racine, Works, tr. R. B. Boswell, 2 vols., Harcourt.
 Raymond, G. L., Genesis of Art Form, vol. 5 of Comparative Aesthetics, Putnam.
 Saint, L. B., Stained Glass of the Middle Ages—England and France, Mac.
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 Selden, Psychology of the Stock Market, 3rd ed., 1919, Magazine of Wall St.
 Shelton, Jumel Mansion, Houghton.
 Smitley, What Every Investor Ought to Know, Magazine of Wall St.
 Spaulding, Opportunity and Other Essays, McClurg.
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 Mohammed, Meredith Townsend.
 Devonshire Bibliography, G. C. Boase, London, 1883.
 Devonshire Notes and Notelets, Sir W. R. Drake, London, 1888.
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 Plymouth & Devonport in Times of War & Peace, Whitfield.
 Ancient and Modern Ships, Sir G. C. V. Holmes.
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 Nat. Geog. Mag., Jan., 1912, 2 copies.
 Antique's Magazine, vols. 3 and 4.
 Schoharie County Mil. Records, Warner, 1891.
 Phelps & Gorham Purchase.
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 L. J. Paetow, Guide to Study of Medieval History, ed. University of California Press, 1917.

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 Stone, Life and Times of Red Jacket, 1841, Wiley and Putnam.

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 English Notes, Boston Daily Mail Office, 1842.
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 Grosvenor, Permanence of the Greek Type.
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Forum, June, July and Aug., 1925.
 Kipling, Sahib Ed., vols. 5 and 6, Collier.
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 Memorial Hist. of N. J., vol. 3 or set.
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 Phillip Schaff's Church History, 7 vols., Scribner.

A. C. Vroman, 329 E. Colorado St., Pasadena, Calif.
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 Cumont, Astrology, Putnam.
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 Mosses, Lesquereux and James.
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 Little Kate Kirby, S. W. Robinson.
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John Wanamaker, Bk. Dept., New York

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 Parables of Sated the Sage, Wm. Barton, pub. Pilgrim Press.
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 Tin Tan Tales, pub. Doubleday.
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 Entailed Hat, published Harper.

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Fyvie, J., Story of the Borgias, Putnam, 1913.
 Holliday, History of Southern Lit., 1906.
 Any books printed by John Melcher of Portsmouth, N. H.
 Miller, A. D., Calderon's Prisoner; Less Than King.
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 Steed, Through Thirty Years, vol. 1 only.
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Horseman's Manual, Surtees, 1831.
 U. S. Sporting Magazine, 1834 and 1835.
 American Sporting Magazine, 1833 and 1834.
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 Life of William T. Porter, Brinley.
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 Edgar, P. N., Turf Register and Herald, 1833.
 Bruce, Thoroughbred Horse, 1892.
 Maxims of Pittsburg Phil.

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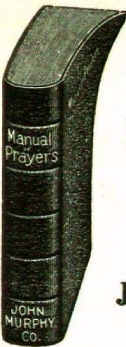
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Burton, American Primitive Music, 1909, Moffat.
 Franklin Square Song Collection, 8 vols., Harper.
 Modern Lyrics, Schirmer.
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 Most Popular National Songs, Hinds.
 Smith, Music of the Waters, London, Kegan-Paul.

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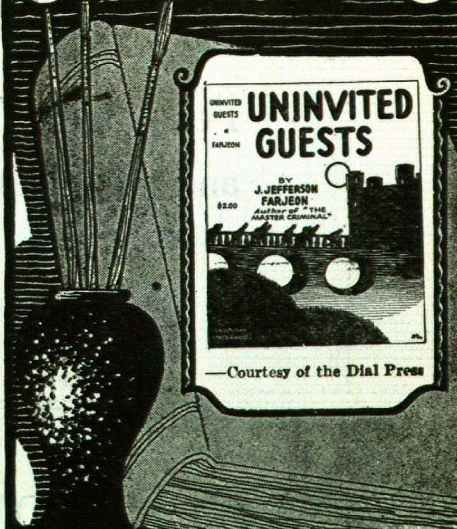
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